
PROFESSIONAL AWARDS & HONORS

National Awards & Honors

Fulbright Scholarship (Hungary) (2017)

Journal of Information Systems

Internal Grant Funding

University (Competitive)

Auburn University Intramural Research Grant with A. Franco-Watkins (\$7,500) (2012)

College (Competitive)

Harbert College of Business Summer Research Grant (1/9th) (2014 • 2017)

Harbert College of Business Summer Research Grant (2/9^{ths}) (2011 • 2012 • 2013)

College

Harbert College of Business Summer Research Grant (2/9^{ths}) (2018 • 2019 • 2020 • 2021)

Departmental

Auburn University School of Accountancy Summer Research Grant (1/9th) (2014 • 2017 • 2022)

SCHOLARLY ACTIVITY

Doctoral Dissertation

Long, J. H. 2009. Mitigating the Effects of Interruption on Audit Efficiency and Effectiveness, Chaired by Dr. J. Gregory Jenkins, Virginia Polytechnic Institute and State University.

Publications

Cheng, X., R. Dunn, T. Holt, K. Inger, G. Jenkins, J. Jones, J. H. Long, T. Loraas, M. Mathis, J. Stanley and D. Wood. Forthcoming. Artificial Intelligence's Capabilities, Limitations, and Impact on Accounting Education: Investigating ChatGPT's Performance on Educational Accounting Cases. *Issues in Accounting Education*.

Basoglu, K.A. and J. H. Long. 2023. Buy, Sell, or...Hold That Thought: The Impact of Task Interruption on Investor Decision-Making. *Behavioral Research in Accounting*, 35 (2):1-24.

Wood, D., ..., J. H. Long, et al. 2023. The ChatGPT Artificial Intelligence Chatbot: How Well Does It Answer Accounting Assessment Questions? *Issues in Accounting Education*, 38 (4): 81-108. *Crowd-sourced paper with over 300 co-authors.

Long, J. H. and R. Nothhelfer. 2020. Chemotech International, Inc.: Accounting for International Differences in the Measurement of Raw Material and Work-in-Process Inventories. *Issues in Accounting Education*, 35(3):57-67; TN:35-47.

Jones, J., J. H. Long, and J. Stanley. 2019. Pane in the Glass: A Review of the Accounting Cycle. *Issues in Accounting Education*, Vol 34 (1):35-50; TN:32-53.

Long, J. H., L. Mertins, D. Searcy, and B. Vansant. 2018. Toomer's Energy Drinks: Fueling Earnings Management? *Issues in Accounting Education*, Vol. 33 (1):29-43; TN:17-27.

Crossler, R.E., J. H. Long, T. M. Loraas, and B. S. Trinkle. 2017. The Impact of Moral Intensity and Inconsistent Ethical Tone on Policy Compliance. *Journal of Information Systems*, Vol. 31 (2):49-64.

Long, J. H., J. Mueller-Phillips, and C. Stefaniak. 2017. The Audit Research Summary Database: A Free Resource Connecting Practice with Academia. *Connections*, May/June:18-20.

Long, J. H. and K. A. Basoglu. 2016. The Impact of Task Interruption on Tax Accountants' Professional Judgment. *Accounting, Organizations and Society*. Vol. 55 (November):96-113.

Working Papers (cont.)

The Cascading Effects of Social Identification on Jurors' Audit Negligence Verdicts (with P. Black, D. Brandon, T. Holt, and J. Mueller-Phillips). Revising for initial submission to *Behavioral Research in Accounting*.

A Valuation Primer with Application to Bitcoin Investments and Mining Operations (with D. Brandon, T. Holt, J. Jones and J. Stanley). Preparing for submission to an appropriate journal.

The Unintended Consequences of Mandating Technology Use: An Exploratory Study (with T. Loraas and A. Scarlata). Preparing for submission to an appropriate journal.

The Effects of Interruption on Auditor Efficiency and Effectiveness (with G. McClain and D. Searcy). Preparing for submission to an appropriate journal.

Research in Progress

La Maison de Comptables: A Data Analytics, Financial Analysis and Valuation Case (with M. Adams, D. Brandon, K. Inger, and T. Loraas). Preparing manuscript.

A Wing and a Prayer: Conducting A Comparative Financial Analysis of American Airlines and Southwest Airlines (with J. Baldwin, L. Mertins and J. Rippy). Preparing manuscript.

Research Presentations

La Maison des Comptables. Presented at the Missouri State University School of Accountancy, March 2023 (with M. Adams, D. Brandon, K. Inger and T. Loraas).

Tax Research and Data Analytics: An Integrated Research Approach. Presented at the American Taxation Association Midyear Meeting Teaching and Curriculum Conference, February 2022 (with M. Adams, D. Brandon, K. Inger and T. Loraas).

Buy, Sell or...Hold That Thought: The Impact of Task Interruption on Investor Decision-Making. Accepted for presentation at the American Accounting Association Annual Meeting, August 2020 (presentation cancelled due to COVID-19 pandemic) (with K. A. Basoglu).

Buy, Sell or...Hold That Thought: The Impact of Task Interruption on Investor Decision-Making. Accepted for presentation at the National Business and Economics Society Conference, March 2020 (presentation cancelled due to COVID-19 pandemic) (with K. A. Basoglu).

Nonprofessional Investors' Perceptions of Traditional and Blockchain-Based Financial Accounting Systems: Implications for Source Credibility, Transparency, Trustworthiness,

Research Presentations (cont.)

- The Effects of Social Identification and Expert Witness Credibility on Juror Judgments of Auditor Negligence. Presented to the Auburn University School of Accountancy, September 2018 (with D. Brandon, T. Holt and J. Mueller-Phillips).
- The Impact of Moral Intensity and Ethical Tone Consistency on Policy Compliance. Presented at the Harbert College of Business 5 x 5 x 5 Workshop Series, November 2016.
- The Impact of Moral Intensity and Ethical Tone Consistency on Policy Compliance. Presented at the American Accounting Association Annual Meeting, August 2016 (with R. Crossler, T. Loraas, and B. Trinkle).
- Do Actions Speak Louder than Words? The Impact of Ethical Awareness and Ethical Tone Consistency on Policy Compliance. Presented at the American Accounting Association Southeast Regional Meeting, April 2016 (with R. Crossler, T. Loraas, and B. Trinkle).
- The Impact of Task Interruption on Tax Professionals' Judgments. Presented at the Harbert College of Business 5 x 5 x 5 Workshop Series, September 2015.
- The Unintended Consequences of Mandating Technology Use: An Exploratory Study. Presented at the American Accounting Association Accounting Information Systems Section Mid-Year Meeting, January 2015 (with T. Loraas and A. Scarlata).
- The Effects of Interruption on Audit Efficiency and Effectiveness. Presented at the American Accounting Association Annual Meeting, August 2014 (with G. McClain and D. Searcy).
- The Effects of Interruption on Audit Efficiency and Effectiveness. Presented at the American Accounting Association SE Regional Meeting, April 2014 (with G. McClain and D. Searcy).
- The Auditor's Approach to Subsequent Events: Insights from the Academic Literature. Presented at the American Accounting Association Annual Meeting, August 2012 (with J. Chung, C. Cullinan, M. Frank, J. Mueller-Phillips, and D. O'Reilly).
- The Impact of Plaintiff Identity and Expert Witness Credibility on Auditor Liability. Presented at the Auburn University College of Business Summer Grant Presentations, April 2012.
- The Impact of Task Interruption on Tax Accountants' Professional Judgment. Presented at the American Accounting Association Annual Meeting, August 2011 (with K. Basoglu).
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Other Research Activities

Panelist, Innovative Use of Technology in Auditing Research: Opportunities and Challenges.
American Accounting Association Annual Meeting, August 2014.

Invited Participant, Center for Audit Quality “Audit Practice Meets Audit Research” Symposium,
San Francisco, CA (2010).

INSTRUCTIONAL ACTIVITY

Collegiate Courses

Auburn University (Auburn, AL)

ACCT 2210 Principles of Managerial Accounting

ACCT 3120/5120/6120 Intermediate Financial Accounting and Reporting II

ACCT 4140 Special Topics in Accounting

ACCT 7130 Financial Analysis and Valuation

BUSI 3250 International Business

BUSI 7970 Special Topics in Business Administration: Germany

Corvinus University of Ityapest (Ityapest, Hungary)

Managerial Accounting

Financial Analysis and Valuation

Virginia Polytechnic Institute and State University (Blacksburg, VA)

ACIS 2004 Survey of Accounting

ACIS 2115 Principles of Financial Accounting,

ACIS 2116 Principles of Managerial Accounting

ACIS 3116 Intermediate Financial Accounting II

ACIS 4414 Financial Statement Auditing

Teaching Presentations

Pane in the Glass: A Review of the Accounting Cycle. Presented at the AAA Annual Meeting,
August 2019 (with J. Jones and J. Stanley).

Tiger Energy Drinks: Fueling Earnings Management? Presented at the AAA Management
Accounting Section Meeting, January 2016 (with L. Mertins, D. Searcy, and B. Vansant).

Teaching Cost Management Using a Consulting Project Approach. Presented at the AAA
Management Accounting Section Teaching Symposium, January 2015 (with L. Mertins).

Continuing Professional Education Courses

Accounting for Cryptocurrencies: Financial Reporting and Tax Compliance Considerations
(2022) (1 hour). Presented to the Institute of Management Accountants (Kansas City).

Accounting for Cryptocurrencies: Financial Reporting and Tax Compliance Considerations
(2022) (1 hour). Presented to the Institute of Management Accountants (Des Moines).

Continuing Professional Education Courses (cont.)

CRE IV: Examination Tools & Techniques for Certified Revenue Examiners (2015) (20 hours).

Presented on behalf of Auburn University's Center for Governmental Services (Hoover, AL).

CRE IV: Examination Tools & Techniques for Certified Revenue Examiners (2013) (20 hours).

Presented on behalf of Auburn University's Center for Governmental Services (Hoover, AL).

PCAOB Standard Setting and Research Activities (2012) (1.5 hours). Presented to the Columbus Chapter of the Institute of Internal Auditors (Columbus, GA).

The Impact of Task Interruption on Accounting Professionals' Efficiency and Effectiveness (2011)

(1 hour). Presented to: Barfield, Murphy, Shank & Smith, PC (Birmingham, AL), Frazier & Deeter, LLC (Atlanta, GA), Gifford, Hillegass & Ingwersen, LLP (Atlanta, GA), Habif, Arogeti & Wynne, LLP (Atlanta, GA), PricewaterhouseCoopers, LLP (Atlanta, GA), Sellers, Richardson, Holman & West, LLP (Birmingham, AL), and Wilson, Price, Barranco, Blankenship & Billingsley, PC (Montgomery, AL).

Review of Educational Materials

Intermediate Accounting, 16th ed., Kieso, Weygandt & Warfield, for Cengage Learning (2017)

Intermediate Accounting, 14th ed., Kieso, Weygandt & Warfield, for Southwestern/CENGAGE Learning (2011)

SERVICE

Professional Service

National Organizations

Chair

AAA Auditing Section Communications Committee (2015 – 2017)

Member

AAA Auditing Section Communications Committee (2014 – 2015)

AAA Auditing Section PCAOB Subsequent Events Synthesis Team (2011 – 2012)

Academic Journals

Associate Editor

Issues in Accounting Education (2019 – 2021)

Editorial Board Member

Issues in Accounting Education (2022 – present)

Advances in Accounting (2019 – present)

Current Issues in Auditing (2014 – 2017)

Ad Hoc Reviewer

Advances in Accounting

Compendium of Classroom Cases and Tools (C³)

Current Issues in Auditing

Issues in Accounting Education

Journal of Accounting and Public Policy

Journal of Information Systems

Professional Service (cont.)

Academic Conferences

Discussant

- American Accounting Association (AAA) Annual Meeting (2010 • 2011)
- AAA Accounting, Behavior, and Organizations Mid-Year Meeting (2013)
- AAA Auditing Section Mid-Year Meeting (2010 • 2011 • 2016)
- AAA Southeast Regional Meeting (2014 • 2016)

Moderator

- AAA Auditing Section Mid-Year Meeting (2011)

Reviewer

- AAA Annual Meeting (2011 • 2013 • 2014 • 2016)
- AAA ABO Mid-Year Meeting (2013 • 2021)
- AAA Auditing Section Mid-Year Meeting (2010 – 2012 • 2015 • 2016 • 2018 – 2020/0abction Mid-Year M

Collegiate Service (cont.)

Auburn University (cont.)

Vice-Chairperson

Committee on Intercollegiate Athletics (2021 – present)

Member

Leischuck Award Selection Committee (2019 – 2021)

Committee on Intercollegiate Athletics (2019 – 2021)

Admissions Appeals Committee (a/k/a Academic Appeals Committee) (2017 – 2020)

Administrative Review Committee: Director, School of Accountancy (2018)

Administrative Review Committee: Dean, College of Business (2016)

Member, Traffic Appeals Board (Tuesday) (2013 – 2015)

Member, Budget Advisory Committee (2013)

Faculty Advisor

The Pickleball Club at Auburn University (2022 – present)

University Reader

Craig Henning, Doctoral Dissertation, Department of Finance (2023)

Han Jin, Doctoral Dissertation, Department of Finance (2022)

Suning Zhu, Doctoral Dissertation, Department of Systems and Technology (2018)

Raymond J. Harbert College of Business

Chairperson

Promotion and Tenure Committee (2020 – present)

Faculty Director

Pforzheim University E,6, Department of Finance (2023)

Collegiate Service (cont.)

School of Accountancy (cont.)

Member

Research Committee (2017 – present)
Financial Accounting Working Group (2011 – present)
Strategic Planning Committee (2009 – 2011 • 2015 – 2017)
Programs & Curriculum Committee (2013 – 2015)
Faculty Search Committee (2011, 2014)
Student Committee (2011 – 2013)
Master of Accountancy Program Admissions Committee (2011)
Center Development Committee (2010)

Faculty Chaperone

Master of Accountancy International Trip (2010 • 2011 • 2014 • 2015)

Faculty Liaison

Delta Sigma Pi Business Fraternity, Beta Lambda Chapter (2011 – 2013)

FACULTY DEVELOPMENT

Deloitte Foundation/Federation of Schools of Accountancy Faculty Consortium (2014)
New Faculty Consortium, American Accounting Association, Washington, D.C. (2010)
New Faculty Scholars Program, Auburn University, Auburn, AL (2009/2010)
Ernst & Young IFRS Training, Cleveland, OH (2009)

MEMBERSHIPS & AFFILIATIONS

Professional

American Accounting Association
Accounting, Behavior and Organizations Section
Auditing Section
Management Accounting Section

American Institute of Certified Public Accountants
Forensic and Valuation Services Section

Institute of Management Accountants

Institute of Internal Auditors

Scholastic

Beta Alpha Psi, Epsilon Omicron Chapter, Auburn University, President (2001 – 2002), Member

Beta Gamma Sigma, Member

Golden Key International Honor Society, Member

The Honor Society of Phi Kappa Phi, Member

SCHOLASTIC AWARDS & HONORS

AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow (2008)

John E. Peterson, Jr. and Mary Jane C. Peterson Ph.D. Fellowship (2008)

Johnny R. Johnson Memorial Accounting Scholarship (2006 • 2007)

Alabama Society of CPAs Accounting Achievement Award (2001)

Pearce, Bevill, Leesburg & Moore Accounting Scholarship (2000)

Phi Kappa Phi Outstanding Sophomore Man – AU College of Business (1999)