

# BENJAMIN N. LANSFORD

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## Academic Positions

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<i>Rice University, Jones Graduate School of Business</i>	2014-present
Professor of the Practice in Accounting Director, Master of Accounting (MAcc) Program	
<i>The Pennsylvania State University, Smeal College of Business</i>	2010-2014
Assistant Clinical Professor of Accounting Director, Integrated Undergraduate-Graduate Master of Accounting Program	
<i>Northwestern University, Kellogg School of Management</i>	2005-2009
Assistant Professor of Accounting Information and Management	

## Education

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<i>The Pennsylvania State University</i>	2000-2005
Ph.D. in Business Administration, with a concentration in Accounting	
<i>University of Pittsburgh</i>	1999-2000
Master of Business Administration	
<i>University of South Carolina</i>	1993-1997
Bachelor of Arts in International Studies, <i>Magna Cum Laude</i> Honors from South Carolina Honors College, Phi Beta Kappa	

## Courses Taught Over the Past Five Years

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- Accounting-Based Valuation (MBA)
- Accounting and Auditing Regulation (MAcc)
- Financial Accounting (MBA)
- Financial Statement Analysis and Valuation (MAcc and MBA)
- Issues in Financial Reporting I (undergraduate)
- Managerial Accounting (MAcc and MBA)
- Using Financial Statements (MBA)

## Recent Student Teaching Evaluations

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Rating of "Overall, I feel that the instructor's effectiveness as a teacher was:" (1=highest)	
- BUSI 430: Management Accounting, Fall 2024 (undergraduate)	1.15/7
- BUSI 405: Issues in Financial Reporting I, Spring 2024 (undergraduate)	1.21/7
- MGMW 501: Financial Accounting, Fall 2023 (MBA)	1.20/7
- MGMT 635: Accounting-Based Valuation, Fall 2023 (MBA)	1.14/7
- MGMT 634: Using Financial Statements, Fall 2023 (MBA)	1.25/7
- BUSI 430: Management Accounting, Fall 2023 (undergraduate)	1.35/7
- BUSI 405: Issues in Financial Reporting I, Spring 2023 (undergraduate)	1.00/7
- MGMP 502: Managerial Accounting, Spring 2023 (MBA)	1.85/7
- BUSI 430: Management Accounting, Spring 2023 (undergraduate)	1.45/7
- MACC 512: Financial Statement Analysis, Fall 2022 (MAcc)	1.00/7
- BUSI 405: Issues in Financial Reporting I, Summer 2022 (undergraduate)	1.00/7

## **Teaching Honors**

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Rice University, Jones Graduate School of Business

- Rice Undergraduate Award for Teaching Excellence, 2024
- Rice Graduate Student Association's Teaching/Mentoring Award, 2023
- MBA for Professionals Evening Program Award for Teaching Excellence, 2019
- Texas Society of CPAs' Outstanding Accounting Educator Award, 2018
- MBA for Professionals Evening Program Award for Teaching Excellence, 2016

The Pennsylvania State University

- Fred Brand, Jr. Teaching Award for Excellence in Undergraduate Teaching, 2013
- Lester Shonto Award for Excellence in Accounting Education, 2013

Northwestern University, Kellogg School of Management

- Faculty Impact Teaching Award, 2009 (vote by 70% of students)
- Top 25 Percent in Teacher Course Evaluations among Kellogg Faculty, Fall 2007
- Chairs' Core Course Teaching Award, 2006-2007

## **Professional Interactions (2010 to date)**

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I have collaborated extensively with global, national, and local professional services firms, as well as the corporate sector, to bridge the gap between graduate curriculum in accounting and the evolving needs of the professional and business sectors. I am periodically invited to participate in national events/programs organized by professional services firms/academia to share my insights on various issues at the intersection of practice and academia. I have utilized a consultative approach to providing support and advice to professional services firms to offer creative solutions to their talent development needs. My deep interactions with national and local leadership of the "Big 4" public accounting firms (Deloitte, EY, KPMG, and PwC) and regional public accounting firms regarding professional and programmatic strategies include the following:

- Refining of the programmatic curriculum to stay current with the changing accounting and auditing standards;
- Preparing graduate students in accounting to meet the continually evolving needs of the accounting profession, including identifying the technological and interpersonal skillsets most needed for an emerging career in public accounting;
- Attracting and supporting students for the MAcc program from underrepresented minority groups to meet and shape the strategic vision of the profession;
- Planning and managing on-campus engagements of professionals from the accounting firms;
- Overseeing the recruiting of MAcc students for internships and full-time staff positions; and
- Facilitating Big 4 relationships with Jones School External Relations.

## **Service**

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Divisional Advisor for undergraduate business major, 2022-present  
Master of Accounting Committee, 2014-present  
Undergraduate Programs Committee, 2015-'18  
Smeal College Undergraduate Policy Committee, 2013-'14 (Penn State)  
Faculty Advisor, MAcc Program Student Association, 2010-'14 (Penn State)  
Faculty Advisor, Accounting Society, 2010-'14 (Penn State)  
Co-Coordinator for Invited Research Seminars, 2005-'06, '06-'07, 2007-'08 (Northwestern)  
Dept. of Accounting and Info. Systems Recruiting Committee, 2007-'08 (Northwestern)

## **Research**

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“Causes and Consequences of Disaggregating Earnings Guidance” (with Baruch Lev and Jenny Tucker), *Journal of Business Finance & Accounting*, 40(1) & (2), 26–54, January/February 2013.

## **Professional Certifications**

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Certified Public Accountant (Georgia)

## **Non-Academic Professional Experience**

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*AMECO, Inc.* (former subsidiary of Fluor Corp.), Greenville, SC  
Financial Accountant, 1997-1999