

Rachna Prakash

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Work Experience

Patterson School of Accountancy, University of Mississippi, University, MS

Associate Professor of Accountancy, 2019 –
Assistant Professor of Accountancy, 2013 – 2019

Saunders College of Business, Rochester Institute of Technology, Rochester, NY

Assistant Professor of Accounting, 2012 – 2013

Mason School of Business, College of William and Mary, Williamsburg, VA

Assistant Professor of Accounting, 2007 – 2012

McDonough School of Business, Georgetown University, Washington, DC

Visiting Assistant Professor of Accounting, 2011 – 2012

Salomon Smith Barney, New York, NY

Quality Control Analyst, 1996-1999

KPMG Peat Marwick, New Delhi, India

Staff Auditor, 1990-1993

Education

Goizueta Business School, Emory University

Ph.D., Accounting, 2007

Massachusetts Institute of Technology

Master of Science, 2002

Completed Doctoral level course work in Accounting

William E. Simon Graduate School of Business Administration, University of Rochester

Master of Business Administration, 1996

Hindu College, University of Delhi

Bachelor of Commerce (Honors), 1990

Refereed Journal Publications

“Deferred Revenue and the Matching of Expenses and Revenue” with Nishi Sinha.
Contemporary Accounting Research, Vol. 30(2): 517-548 (Summer 2013).

“Firm-Value Effects of Carbon Emissions and Carbon Disclosures,” with Ella Mae Matsumura and Sandra Vera-Muñoz. *The Accounting Review*, Vol. 89 (2): 695-724 (Spring 2014).

“Earnings Changes Associated with Relaxing the Reconciliation Requirement in Non-U.S. Firms’ SEC Filings,” with Bowe Hansen, Grace Pownall, and Maria Vulcheva. *Journal of Accounting and Public Policy*, Vol. 3(5): 424-448 (September-October 2014).

“Using Big Data to Examine the Relationship between Social Media Engagement and Local TV Viewership” with Debora Wenger. *Journalism Practice*, Vol 14(5): 574-591 (June 2020).

“Asymmetric Information Consolidation and Price Discovery: Inferring Bad News from Insider Sales” with Irene Karamanou and Grace Pownall, May 2020. In Press. *Journal of Business, Finance, and Accounting*.

Other Publications

Matsumura, E.M., R. Prakash, and S. Vera-Muñoz. 2013. *Carbon Footprint Stomps on Firm Value*. KPMG International/Global Valuation Institute:
<https://assets.kpmg.com/content/dam/kpmg/pdf/2015/09/gvi-carbon-footprint-stomps-value.pdf>

Wenger, D., R. Papper, R. Prakash, & D. Goldman. 2018. Local TV news and the new media landscape:
<https://knightfoundation.org/reports/local-tv-news-and-the-new-media-landscape>

Working Papers

“Climate Risk Materiality and Firm Risk” with Ella Mae Matsumura and Sandra Vera-Muñoz. June 2020.

“Choice of GAAP: Evidence from UK firms” with Irene Karamanou, Grace Pownall, and Maria Wiczynska

Work in Progress

“Audit Reports in the Pre-SEC Era,” with Kendall Bowlin, Jeremy Griffin, and Garrison Laduca

Grants Awarded

Voluntary Disclosures and the Firm-Value Effects of Carbon Emissions:
Awarded research grants by KPMG Global Valuation Institute (2010).
Center for Financial Markets and Policy at Georgetown University (2011).

Audit Reports in Pre-SEC Era:

Received the Alfred R. Roberts Memorial Research Award (2018). Awarded by the Academy of Accounting Historians Section of the American Accounting Association

Professional Presentations (includes selected co-author presentations*)

"Climate Risk Materiality and Firm Risk"

| | |
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| 2020 | University of Alabama Research Conference |
| 2019 | Banff CFMA Conference |
| 2017 | American Accounting Association annual meeting |
| 2017 | University of Cincinnati |
| 2016 | UT-Austin 2016 Fall Research Conference* |
| 2016 | European Accounting Association annual meeting |
| 2013 | Production and Operations Management Society Conference |

"Inferring Bad News from Insider Sales"

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| 2014 | Center for Financial Economics and Accounting meeting |
| 2014 | American Accounting Association annual meeting |
| 2014 | Southeast Summer Accounting Research Colloquium |
| 2014 | European Accounting Association annual meeting |

"Deconstructing the Price to Earnings Ratio: Trading Signal or Proxy for Firm Risk"

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| 2013 | American Accounting Association Annual Meetings |
| 2013 | University of Cyprus |

"Firm-Value Effects of Carbon Emissions and Carbon Disclosures"

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| 2012 | Production and Operations Management Society Conference* |
| 2012 | George Mason University |
| 2011 | University Of Virginia – Darden School of Business |
| 2011 | Rochester Institute of Technology |
| 2011 | American Accounting Association Annual Meetings |
| 2011 | Financial Accounting and Reporting Section Meetings |
| 2011 | Management Accounting Section Research Conference* |
| 2010 | <i>Journal of Accounting, Auditing, and Finance</i> / KPMG Foundation Conference |
| 2010 | Global Accounting and Organizational Change Research Conference |

"Earnings Changes Associated with Relaxing the Reconciliation Requirement in Non-U.S. Firms' SEC Filings"

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| 2013 | University of Mississippi |
| 2013 | American University |
| 2012 | The Securities and Exchange Commission |
| 2012 | University of Wisconsin at Madison |
| 2011 | Colorado State University |
| 2011 | American Accounting Association Annual Meetings |
| 2011 | European Accounting Association Annual Meetings* |
| 2011 | Financial Accounting and Reporting Section Meetings* |

"Deferred Revenue and the Matching of Expenses and Revenue"

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| 2010 | Georgetown University |
| 2009 | Financial Economics and Accounting Meetings |
| 2009 | Financial Accounting Standards Research Initiative (FASRI) Second Life Meeting |

- 2009 American Accounting Association Annual Meetings
- 2009 Mid-Atlantic Region American Accounting Association
- 2008 North East Regional American Accounting Association

"Macroeconomics Factors and Financial Statements: Asset Write-downs during Recessions"

- 2012 Public Company Accounting Oversight Board
- 2007 College of William and Mary
- 2007 University of Notre Dame
- 2007 Hong Kong University of Science and Technology
- 2007 Singapore Management University

**Co-author presentation*

Teaching

University of Mississippi

- Governmental and Nonprofit Accounting (undergraduate advanced)
- Outstanding teacher award, Patterson School of Accountancy
- Financial Accounting and Capital Markets Seminar (Ph.D. seminar)

Rochester Institute of Technology

- Financial Accounting (undergraduate introductory)
- Accounting for Decision Makers (MBA introductory)

Georgetown University

- Introduction to Financial Accounting (undergraduate introductory)

College of William and Mary

- Financial Reporting and Analyses (undergraduate intermediate)
- Professional Accounting (MAcc advanced)

Press Citations

UBS Financial Services, Inc. 2012. Evolution of Portfolio Management: The Impact of Corporate Environmental, Social and Governance (ESG) Information). The Arbor Group. The Arbor Group Portfolio Management and Institutional Consulting (December): <http://wacleantech.org/wp-content/uploads/2012/12/ESG-Investment-Goes-Mainstream-Dec-20121.pdf>

BusinessGreen. April 27, 2011. High Carbon Emissions Could Sink Firm Values. Available at: <http://www.businessgreen.com/bg/news/2046064/carbon-emissions-sink-firm-values>

GreenBiz.com. April 26, 2011. High Carbon Emissions Could Sink Firm Values. Available at: <http://www.greenbiz.com/news/2011/04/26/high-emissions-could-sink-firm-values>

Environmental Leader. April 20, 2011. High Carbon Emitters 'Are Valued Lower.' Available at: <http://www.environmentalleader.com/2011/04/20/high-carbon-emitters-are-valued-lower/>

Professional Certifications

Certified Public Accountant, Licensed in Mississippi.

Chartered Accountant, Institute of Chartered Accountant of India.

Professional Service

Editorial Board:

China Accounting and Finance Review (2019-

Ad hoc reviewer:

Abacus

Accounting Horizons

Contemporary Accounting Research

European Accounting Review

Journal of Accounting and Public Policy

Journal of Banking and Finance

Journal of Business Ethics

Journal of Business, Finance, and Accounting

Journal of Contemporary Accounting and Economics

Journal of Governmental and Non-Profit Accounting

Journal of Information Systems

Journal of International Accounting Research

Journal of Management Accounting Research

Managerial Finance

Management Science (Finance track)

Review of Accounting Studies

The Accounting Review

The British Accounting Research

Panelist, 2020. "Can Current Accounting Standards Account for the Impacts of Climate Change". AAA Annual Meetings.

Discussant, Banff CFMA Conference, 2019.

Reviewer, Center for Financial Economics and Accounting meeting, 2017.

Discussant, Center for Financial Economics and Accounting meeting, 2014.

Discussant, European Accounting Association Annual Meetings, 2014.

Research committee member of the International Accounting Section, 2012.

Reviewer and discussant, American Accounting Association Annual Meetings, 2010.

Discussant, American Accounting Association Annual Meetings, 2009, 2011.

Ad hoc reviewer for Financial Accounting and Reporting Section Mid-year Conference, 2003, 2007, 2018, 2019.

Service to University and School

Member of the 'University of Mississippi Chancellor Search Advisory Committee' (2015)

- 34 members selected from 386 individuals nominated from all university constituencies

Member of faculty search committee, tenure track and clinical positions (2015-)

Member of the 'Vice Chancellor for Diversity and Community Engagement Search Committee' (2015 and 2016).

Research Workshop Coordinator, Patterson School of Accountancy (2019-)

School of Accountancy representative on University General Education Committee (2019-)

School of Accountancy representative on Faculty Senate Committee (2014-2017)

Ph.D. Dissertations

Brian Goodson

Chevonne Herring

Emily Hornok

Ryan Seay

Masters Thesis

Anish Sharma

Jackson Gunn

Honors and Awards

Best Reviewer, *Journal of International Accounting Research*, 2020.

Invited participant, American Accounting Association/Deloitte Foundation Trueblood Seminar for Professors, 2019.

Research Cited by the Chief Accountant of the Securities and Exchange Commission, 2017: <https://www.sec.gov/news/speech/bricker-keynote-2017-journal-accounting-and-public-policy-conference-060917>.

Silver medal (CPA exam), 2016. Awarded by Mississippi Society of Certified Public Accountants for second highest score on the CPA exam.

Outstanding teacher award, School of Accountancy, University of Mississippi, 2016.

Outstanding research award, School of Accountancy, University of Mississippi, 2015.

Invited participant at CARE conference, 2010, 2011, 2018, 2019

Invited participant at Cherry Blossom conference, 2018

Invited participant at Financial Accounting Standards Board (FASB) Faculty Program, 2015.

Invited participant at the *Review of Accounting Studies* conference, 2018

Invited participant at the University of Notre Dame Accounting Research conference, 2018

Nominated for Institute-wide teaching award at RIT, 2013.

Invited Participant at Ernst & Young Academic Resource Center (EYARC) Colloquium, 2012.

Nominated for Ernst and Young “Inclusive Excellence Award for Accounting and Business School Faculty”, 2010.

Deferred Revenues and Matching of Revenues and Expenses:

Cited by both American Accounting Association and European Accounting Association in their comment letters on revenue recognition to FASB/IASB, 2009.

American Accounting Association New Faculty Consortium Fellow, 2009.

Sheth Fellowship Recipient, Goizueta Business School, Emory University, 2006.

Invited participant at Financial Accounting Standards Board (FASB) Doctoral Student Program, 2004.

Walter A. Rosenblith Graduate Fellowship for academic excellence, Sloan School of Management, Massachusetts Institute of Technology, 2001.

American Accounting Association Doctoral Consortium Fellow, 2001.

John M. Olin Fellowship for academic excellence, Simon School, University of Rochester.

Ranked 1st in Hindu College and 5th in the University among 1,000 students.