

## DUFFY A. MORF

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Oxford, MS, 38655  
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### EDUCATION:

1966 - Northern Illinois University  
BS - Accounting

1980 - San Francisco State University  
MBA - International Business

2000 - University of Mississippi  
Ph.D. - Accountancy

### PROFESSIONAL CERTIFICATION:

Certified Public Accountant - licensed in Illinois

### DISSERTATION:

"ISO 9000 and The CPA: A Current Assessment of Progress in a Key Area of Assurance Services"

### PUBLICATIONS:

"A Survey of Ethics Officers in Large Organizations," with Michael Schumacher and Scott Vitell, *Journal of Business Ethics*, Vol. 20, No. 3, July 1, 1999.

"ISO 9000: An Opportunity for CPAs," with Judith Cassidy and Claire Nash, *Tennessee CPA Journal*, November 2000. Referred Journal

"ISO 9000: An Opportunity for CPAs" reprinted in *OSCPA Wire*, (March 2001)

"The Case of IKEA's Entry Into Chain," with Milorad Novicevic, Monica Evans, Lauren Sanders, Webin Sun, and Chris Cecil, *The Journal of Applied Management and Entrepreneurship*, 2012, Vol.17, No. 2

"Shifts in Corporate Accountability Reflected in Socially Responsible Reporting: A Historical Review," Dale Flesher, Mario Hayek, Stephanie Pane, and Caroline Hayek, *Journal of Management History*, 2013 Vol. 19 Iss: 1

**PROCEEDINGS:**

"Business Ethics and Social Responsibility-A Historical Perspective Derived from Annual Reports," with Dale Flesher. Presented at The Academy of Accounting Historians Annual Meeting - November 1998

"Affirmative Action and Fair Representation-The Ethical Implications for Unions," with Dave L. Nichols and Robert K. Robinson. Presented at Behavioral Sciences Annual Meeting - February, 1999

"Social Accountability: A Century of Progress" with Judith Cassidy and Amy McIntosh, presented at the American Society of Business and Behavioral Sciences, February 2001.

"The Changing Role of Accountants In Industry: Myth or Fact" with Fred Kitchens, presented at the American Society of Business and Behavioral Sciences, February 2002.

"An International Study of Corporate Websites: Environmental Influences Upon Nonfinancial Disclosures" with Abigail Bowen, Judith Cassidy, and Marilyn Zarzeski, presented at the 9<sup>th</sup> International Association of Accounting Education and Research World Congress in November 2002.

"Business Ethics and Social Responsibility-A Historical Perspective Derived from Annual Reports," with Dale Flesher presented at the 10<sup>th</sup> Congress of Accounting Historians in August 2004.

"A Historical Look at Social Reporting in Corporate Annual Reports," with Dale Flesher presentation at the American Accounting Association Southeast Regional Meeting, Oxford, MS, May, 2009.

"How to Integrate HR and Internal Controls in Post Enron Era: The Role of HR." with Novicevic, M.M., O'Neil, S., Dorn F., and Crawford, A., Presentation at North American Management Society Midwest Business Administration Association, Chicago, IL March 2010

**RESEARCH INTERESTS:**

Ethics, Accounting Strategy, and Standards.

**AREAS TAUGHT:**

Survey of Accounting  
Introduction to Accounting Principles I  
Introduction to Accounting Principles II  
Intermediate Accounting I  
Intermediate Accounting II  
Auditing  
Government Accounting  
Administrative Accounting

Cost Accounting I  
Cost Accounting II  
Accounting Systems  
Advanced Accounting  
Cost/Managerial Accounting-Graduate  
Compensation Management- MGMT  
General Business-Furniture Industry-400  
Experience with Team Teaching  
Experience with Distant Learning  
Audit and Business Section of The Becker CPA Review

**ACADEMIC EXPERIENCE:**

Clinical Assistant Professor of Accounting  
University of Mississippi  
Fall 2000 to present

Assistant Professor of Accounting  
Lander University  
Fall 1999 to Summer 2000

Instructor  
University of Mississippi  
Fall 1996 to Summer 1999

**PROFESSIONAL EXPERIENCE:**

Financial Advisor  
Prudential Securities, Inc., Schaumburg, IL.  
(Retail brokerage firm)  
1991-1993

Vice President-CFO  
Schield Management Company, Inc., Denver, CO.  
(Investment advisory firm with \$600 million under management)  
1990-1991

President  
Steven A. Noroian & Associates, Inc., San Francisco, CA.  
(Investment advisory firm with \$60 million under management)  
1986-1991

Vice President  
Tuttle & Noroian, Inc., San Francisco, CA.  
(Investment advisory firm with \$125 million under management)  
1985-1986

Vice President  
CarDesign, Inc  
(Sticker and card design company)  
1983-1984

VP-Administration  
Gazette Press, Berkley CA.  
(Bay Areas largest commercial printer)  
1977-1982

Division Controller  
Consolidated Fibres, Inc. Richmond, CA  
(\$150 million fiber recycler. Subsidiary of Browning Ferris)  
1974-1976

Treasurer  
Bowne & Co., Inc. San Francisco, CA  
(Largest financial printer. Headquartered in N.Y.)  
1970-1974

Senior Accountant  
Ernst & Young, Chicago, IL.  
1966-1969

**PROFESSIONAL AFFILIATIONS:**

American Association of Accountants  
The Academy of Accounting Historians  
The American Institute of Certified Public Accountants

**COMMUNITY SERVICE:**

Chairman - Friends of Living Independent for Everyone (LIFE).  
The Friends of LIFE assist in the fund raising programs for this state agency that provides assistance to disabled people. 1997-1999

**COMMUNITY AFFILIATIONS:**

Oxford Lafayette Chamber of Commerce  
Oxford Lafayette Economic Development Foundation