

## **Rachna Prakash**

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Patterson School of Accountancy  
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### **Work Experience**

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

Assistant Professor of Accounting, 2013 -

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

Assistant Professor of Accounting, 2012 - 2013

*McDonough School of Business, Georgetown University, Washington, DC*

Visiting Assistant Professor of Accounting, 2011 - 2012

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

Assistant Professor of Accounting, 2007 - 2012

*Salomon Smith Barney, New York, NY*

Quality Control Analyst, 1996-1999

*KPMG Peat Marwick, New Delhi, India*

Staff Auditor, 1990-1993

### **Education**

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*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**

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Prakash, Rachna, and Nishi Sinha. 2013. Deferred Revenue and the Matching of Expenses and Revenue. *Contemporary Accounting Research*, Vol. 30(2): 517-548.

Matsumura, Ella Mae, Rachna Prakash, and Sandra Vera-Munoz. Forthcoming. Firm-Value Effects of Carbon Emissions and Carbon Disclosures. *The Accounting Review*.

Hansen, Bowe, Grace Pownall, Rachna Prakash, and Maria Vulcheva. Forthcoming. Relaxing the Reconciliation Requirement in Non-U.S. Firms' SEC Filings: Firm Incentives

and Changes in Earnings Attributes, and Earnings Informativeness. *Journal of Accounting and Public Policy*.

### **Other Publications**

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Matsumura, E.M., R. Prakash, and S. Vera-Muñoz. 2013. *Carbon Footprint Stomps on Firm Value*. KPMG International/Global Valuation Institute: forthcoming on KPMG's Global Valuation Institute website

### **Working Papers**

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"Deconstructing the Price to Earnings Ratio: Trading Signal or Proxy for Firm Risk," with Victoria Dickinson and Gregory Sommers, October 2012.

"An Historical Case Study of the Origins of Moody's Ratings," with Sudipta Basu, and Greg Waymire, March 2010.

"Macroeconomics Factors and Financial Statements: Asset Write-downs during Recessions," February 2010.

### **Work in Progress**

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"Voluntary Disclosure Choices: Initiating Carbon Emissions Disclosures," with Ella Mae Matsumura and Sandra Vera-Munoz.

"Effects of Voluntary vs. Mandatory Adoption of IFRS on Emerging Economies' Capital Markets and Firms," with Bowe Hansen, Grace Pownall, and Maria Vulcheva.

### **Conference Presentations**

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

2013 American Accounting Association Annual Meetings

2013 University of Cyprus

"*Cost of Debt Effects of Carbon Emissions and Carbon Disclosures*"

2013 Production and Operations Management Society Conference

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

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 *Journal of Accounting, Auditing, and Finance*/KPMG Foundation Conference

2010 Global Accounting and Organizational Change Research Conference

"*Relaxing the Reconciliation Requirement in Non-U.S. Firms' SEC Filings: Firm Incentives and Changes in Earnings Informativeness, and Earnings Attributes*"

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"*

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)

***Rochester Institute of Technology***

Financial Accounting (undergraduate)  
 Accounting for Decision Makers (MBA Financial and Managerial)

***Georgetown University***

Introduction to Financial Accounting (undergraduate)

***College of William and Mary***

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

**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://wacleanetech.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**

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Chartered Accountant, Institute of Chartered Accountant of India, 1993.

### **Professional Service**

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Ad hoc reviewer:

*Review of Accounting Studies*

*Journal of Business, Finance, and Accounting*

*Journal of Management Accounting Research*

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.

### **Honors and Awards**

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*Voluntary Disclosures and the Firm-Value Effects of Carbon Emissions:*

Awarded research grants by KPMG Global Valuation Institute (2010) and Center for Financial Markets and Policy at Georgetown University (2011).

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

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

Invited participant at CARE conference, 2010, 2011.

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.