

32nd Annual Professors Survey — 2013

Texas, Wisconsin and Mississippi Hit Top Spots In PAR's Annual Survey Of Accounting Professors

Professors offer insight into innovative recruiting methods.

The University of Texas at Austin took the No. 1 spot across the board once again when participants in *Public Accounting Report 32nd Annual Professors Survey—2013* were asked to rank the nation's top accounting programs, but the Longhorns' weren't the only programs to come out on top.

While Texas was ranked No. 1 in the overall undergraduate, master's and doctoral rankings (See pages 3, 4 and 5.), other schools topped the charts in their size categories. (See pages 6 and 7.)

The University of Wisconsin took the No. 1 spot in both the undergraduate and master's categories for schools with 15 or fewer accounting faculty. In the undergrad category, the University of Mississippi ranked No. 1 for schools with 16-21 accounting faculty members, while in the master's category, the University of Notre Dame was top-ranked.

Public Accounting Report's Annual Professors Survey is the nation's only survey that allows accounting professors to rank the nation's best accounting programs. The survey is a proprietary product necessitating confidentiality for the sake of protecting its participants, as well as PAR's own competitive interests. It provides professors with a safe vehicle to express what they *want* to say to accounting firms about campus recruiting but that wouldn't necessarily be prudent to *actually* say. Hundreds of professors from nearly 200 U.S. colleges and universities participated in the 2013 survey, which was conducted in May and June.

Among participants, 66% have worked for an accounting firm at some point in their careers, and 66% define their specialty as accounting. Another 13% identify their specialty as audit, 13.4% say their specialty is tax, and approximately 2% specialize in MIS. The

remaining 5.6% identify as "other" and cite specialty areas such as AIS, fraud and forensic accounting or management accounting.

Some common themes are threaded throughout the responses of the hundreds of professors who participated. (Look for additional detail in the September issue of PAR.) Among them:

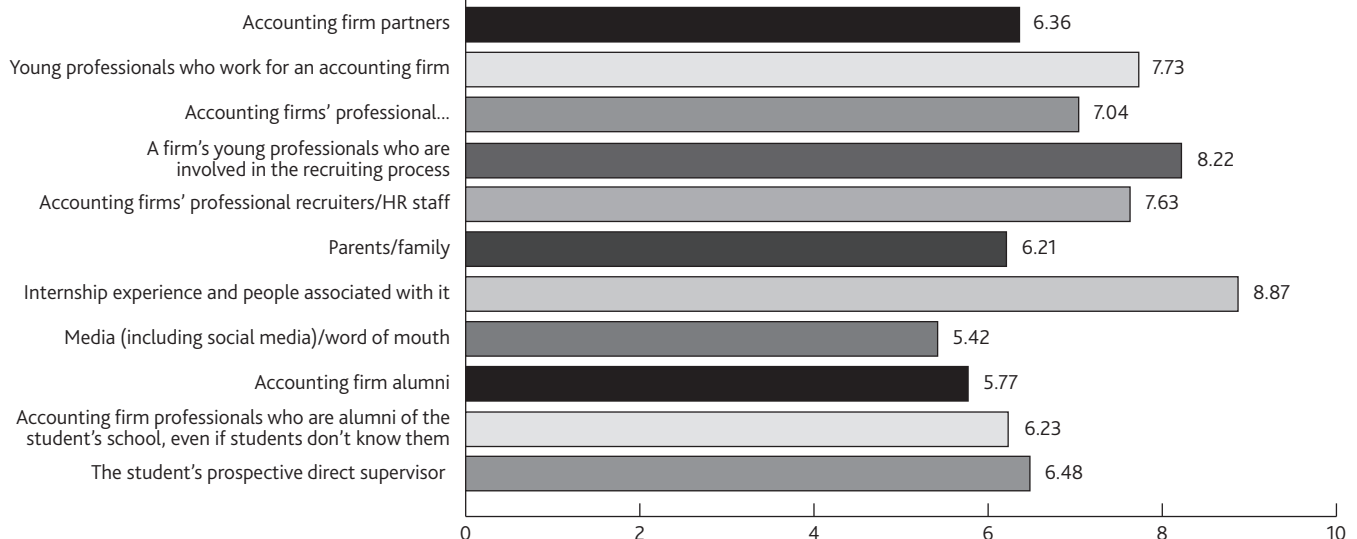
- Work-life balance issues present a challenge that public accounting firms haven't conquered and pose a major obstacle to their overall allure to students as a career choice.
- Accounting firms tend to offer lower pay to entry-level hires than corporations and other professional services firms, which puts them at a disadvantage in recruiting.
- The recruiting process often lacks thoroughness in demonstrating all the op-

See **PROFESSORS**, page 8

Public Accounting Report

Who Influences Which Offer A Student Accepts?

Please rank how influential the following factors are to individual students as they consider job offers from accounting firms, on a scale of 0 to 10, with 0 being "Not influential at all" and 10 being "Most influential."



Source: PAR 32nd Annual Professors Survey — 2013

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Which Corporations Do Professors Most Admire As Employers?

Salaries, lifestyles, give Fortune 500 an edge.

Competition for accounting graduates from companies that aren't accounting firms is more competitive than ever, and students are more open to corporate entreaties than ever, according to the hundreds of professors nationwide who participated in *Public Accounting Report 32nd Annual Professors Survey—2013*.

The traditional compensation structures and work/life balance issues at accounting firms often put them at a competitive disadvantage with corporate recruiters, professors say.

"The allure of the Big Four has diminished considerably. Stress work-life balance," advised one professor at a top-ranked university. Added another: "Salaries are far too low in public accounting for the amount of work graduates are expected to do. The firms must raise salaries and benefits, or they will soon have trouble recruiting."

Which Fortune 500 companies are professors most likely to recommend as employers?

No. 1: Google, which has taken a big bite out of Apple. Apple fell as the corporate employer most likely to be recommended by professors from No. 1 last year to No. 3 in 2013, while Google handily stepped into 2013's top spot. *The Internship* effect, perhaps?

Microsoft also fell: it dropped to No. 7 from its 2012 spot at No. 4.

ExxonMobil re-appeared on the 2013 list after dropping off last year. It ranked No.

Public Accounting Report		
Top Corporations That Professors Would Recommend As Employers		
2013	2012	
1	2	Google
2	3	General Electric
3	1	Apple
TIE	NR	Exxon Mobil
5	6	Procter & Gamble
6	8 (T)	Caterpillar
7	4	Microsoft
8	10	Disney
9	NR	Johnson & Johnson
10	7	FedEx
TIE	NR	Goldman Sachs
TIE	5	IBM
TIE	8 (T)	John Deere
TIE	NR	Walmart

Source: PAR 32nd Annual Professors Survey — 2013

7 in 2011—and it returned in grand fashion, tying Apple for the No. 3 spot. Johnson & Johnson re-appeared too: it ranked No 9, a leap forward from its No. 10 spot in 2011 after disappearing from the list in 2012.

Gaining momentum: Disney, which ranked No. 8 after its 10th-place finish in 2012.

Procter & Gamble and Caterpillar both ascended from their 2012 rungs: P&G climbed from No. 6 to No. 5, while Caterpillar rose from No. 8 to No. 6.

Five companies landed in a peculiar tie for the No. 10 spot: FedEx (2012 ranking: No. 7); Goldman Sachs; IBM (2012 ranking: No. 5); John Deere (2012 ranking: Tied for No. 8); and Walmart. ■

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Public Accounting Report

**32nd Annual Professors
Survey — 2013**

Top 25 Undergraduate Programs

2013 Ranking	2012 Ranking	School
1	1	University of Texas
2	2	University of Illinois
3	3	Brigham Young University
4	9	University of Mississippi
5	5	Notre Dame University
6	4	University of Southern California
7	10	Texas A&M University
8	6	Indiana University
9	8	University of Florida
10	7	The Ohio State University
11	11	University of Georgia
TIE	14	University of Missouri
13	12	Michigan State University
14	16	University of Pennsylvania
15	24	City University of New York — Baruch College
16	20	Northern Illinois University
17	13	University of Wisconsin — Madison
18	19	Miami University (Ohio)
19	28	Wake Forest University
TIE	15	University of Washington
21	17	University of Virginia
22	27	University of Utah
23	18	University of Alabama
24	32	University of Tennessee
25	21	Arizona State University
TIE	23	Penn State

Note: Some schools listed may offer variations to traditional bachelor's degrees in accounting, such as concentrations and integrated degrees.

Source: PAR research based on professors' rankings of accounting programs at American colleges and universities. Survey was conducted during May and June 2013.

Source: PAR 32nd Annual Professors Survey — 2013

Public Accounting Report

**32nd Annual Professors
Survey — 2013**

**Top 25 Undergraduate
Programs Runners Up**

2013 Ranking	2012 Ranking	School
27	22	University of Iowa
28	26	New York University
29	30	Bentley University
30	NR	Baylor University
31	NR	Southern Methodist University
32	38	Texas Tech University
33	31	Florida State University
34	46	Utah State University
35	33	University of Connecticut
TIE	34	North Carolina State U.
37	NR	Texas Christian University
38	25	University of Arizona
39	29	Boston College
TIE	42 (T)	Oklahoma State University
41	NR	Fordham University
42	36	College of William & Mary
TIE	NR	Colorado State University
44	NR	Ball State University
TIE	40 (T)	Villanova University
46	NR	Belmont College
TIE	NR	Middle Tennessee State U.
48	47	Auburn University
49	40 (T)	University of Arkansas
TIE	NR	University of Kentucky
TIE	NR	Temple University

NR=Not ranked.

Note: Some schools listed may offer variations to traditional bachelor's degrees in accounting, such as concentrations and integrated degrees.

Source: PAR research based on professors' rankings of accounting programs at American colleges and universities. Survey was conducted during May and June 2013.

Source: PAR 32nd Annual Professors Survey — 2013

Public Accounting Report

**32nd Annual Professors
Survey — 2013**

Top 25 Masters Programs

2013 Ranking	2012 Ranking	School
1	1	University of Texas
2	3	Brigham Young University
3	2	University of Illinois
4	6	University of Notre Dame
5	9	University of Mississippi
6	4	University of Southern California
7	5	University of Michigan
8	14	Texas A&M University
9	7	Indiana University
10	15	University of North Carolina
11	13	University of Missouri
12	8	The Ohio State University
13	10	University of Florida
14	11	University of Georgia
15	12	Michigan State University
16	23	Northern Illinois University
17	28	Wake Forest University
18	26	City University of New York — Baruch College
19	25	Miami University (Ohio)
20	16	University of Wisconsin
21	17	University of Washington
22	24	University of Utah
23	19	University of Virginia
24	30	University of Tennessee
25	20	Arizona State University

Note: Some schools included may offer combined or integrated degrees.
Source: PAR research based on professors' rankings of accounting programs at American colleges and universities that offer master's degrees in accountancy and/or tax. Survey was conducted during May and June 2013.
Source: PAR 32nd Annual Professors Survey — 2013

Public Accounting Report

**32nd Annual Professors
Survey — 2013**

**Top 25 Masters Programs
Runners Up**

2013 Ranking	2012 Ranking	School
26	18	University of Alabama
27	33	University of Connecticut
28	21	University of Iowa
29	39	Texas Tech University
30	NR	Baylor University
31	NR	Southern Methodist University
32	29	Bentley University
TIE	32	North Carolina State University
34	31	Florida State University
TIE	27	Penn State
36	NR	Texas Christian University
37	NR	Utah State University
38	35	College of William and Mary
39	22	University of Arizona
TIE	NR	Vanderbilt University
41	34	Boston College
42	NR	Temple University
43	NR	Ball State University
TIE	NR	George Washington University
45	50 (T)	University of South Carolina
46	NR	Belmont University
47	37	Auburn University
TIE	44	University of Denver
49	36	Louisiana State University
TIE	NR	Middle Tennessee State University

Note: Some schools included may offer combined or integrated degrees. New York University would have ranked No. 38 but asked to be excluded since it offers only a combined degree and not a stand-alone master's degree in accounting.
Source: PAR research based on professors' rankings of accounting programs at American colleges and universities that offer master's degrees in accountancy and/or tax. Survey was conducted during May and June 2013.
Source: PAR 32nd Annual Professors Survey — 2013

Top 25 Doctoral Programs

2013 Ranking	2012 Ranking	School
1	1	University of Texas
2	4	Stanford University
3	2	University of Chicago
4	5	University of Michigan
5	3	University of Illinois
6	6	University of Pennsylvania
7	7	University of North Carolina
8	8	University of Mississippi
9	9	University of Washington
10	14	Texas A&M University
11	16	Michigan State University
12	10	Indiana University
13	11 (T)	University of Southern California
14	13	University of Georgia
15	20 (T)	University of Iowa
16	11 (T)	University of Missouri
17	15	The Ohio State University
18	NR	Penn State
19	18	University of Florida
20	23	Harvard University
21	20 (T)	Cornell University
TIE	19	Massachusetts Institute of Technology
23	17	University of Wisconsin
24	22	University of Alabama
25	24	University of Arizona

NR=Not Ranked

Source: PAR research based on professors' rankings of accounting programs at American colleges and universities that offer doctoral degrees in accounting. Survey was conducted during May and June 2013.

Source: PAR 32nd Annual Professors Survey — 2013

Meet The Firms; Meet The Students

*Largest online job fair
launches Sept. 9-13.*

The accounting profession's largest online career fair launches Sept. 9-13 as a vehicle for students and firms of all sizes to connect and find the best mutual fit.

Hundreds of accounting firms and thousands of students are expected to participate in College Frog's National Meet The Firms Week. Registration is free for both students and employers.

Firms will be able to access resumes of participating students without any travel costs or lost billable time, and they can manage their leads in their College Frog account. The event also offers the opportunity for firms to gain access to students they wouldn't otherwise be exposed to.

Students' resumes will be distributed to all registered firms in their states. In addition, students will have access to accounting firms and job postings nationwide. Students may also attend a variety of webinars on topics such as the CPA exam, starting careers with firms of all sizes and using social media to build a personal brand.

For more information, visit meetthefirmsweek.com. ■

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32nd Annual Professors Survey — 2013

Top 25 Undergraduate Rankings Schools With 22+ Full-Time Accounting Faculty

Rank	School
1	University of Texas
2	University of Illinois
3	Brigham Young University
4	University of Southern California
5	Texas A&M University
6	Indiana University
7	University of Florida
8	The Ohio State University
9	University of Georgia
10	Michigan State University
11	City University of New York-Baruch College
12	Northern Illinois University
13	Miami University (Ohio)
14	University of Tennessee
15	Arizona State University
TIE	Penn State
17	Bentley University
18	Baylor University
19	North Carolina State University
20	University of South Carolina
21	Pace University
22	Northeastern University
23	University of Delaware
24	University of Houston
25	Virginia Tech

Note: Some schools listed may offer variations to traditional bachelor's degrees in accounting, such as integrated degrees.

Source: PAR research based on professors' rankings of accounting programs at American colleges and universities and published accounting department faculty data.

Source: PAR 32nd Annual Professors Survey — 2013

32nd Annual Professors Survey — 2013

Top 25 Undergraduate Rankings Schools With 16–21 Full-Time Accounting Faculty

Rank	School
1	University of Mississippi
2	University of Notre Dame
3	University of Missouri
4	University of Pennsylvania
5	Wake Forest University
TIE	University of Washington
7	University of Utah
8	University of Alabama
9	University of Iowa
10	New York University
11	Texas Tech University
12	Florida State University
13	Utah State University
14	University of Connecticut
15	Texas Christian University
16	University of Arizona
17	Boston College
18	Fordham University
19	Colorado State University
20	Villanova University
21	Middle Tennessee State University
22	Auburn University
23	University of Kentucky
TIE	Temple University
25	Kansas State University

Note: Some schools listed may offer variations to traditional bachelor's degrees in accounting, such as integrated degrees.

Source: PAR research based on professors' rankings of accounting programs at American colleges and universities and published accounting department faculty data.

Source: PAR 32nd Annual Professors Survey — 2013

32nd Annual Professors Survey — 2013

Top 25 Undergraduate Rankings Schools With 15 Or Fewer Full-Time Accounting Faculty

Rank	School
1	University of Wisconsin
2	University of Virginia
3	Southern Methodist University
4	Oklahoma State University
5	College of William & Mary
6	Ball State University
7	Belmont University
8	University of Arkansas
9	Case Western Reserve University
10	University of Oklahoma
11	University of Minnesota
12	University of Nebraska
13	University of Kansas
14	Marquette University
15	Wright State University
16	Christian Brothers University
17	Gonzaga University
18	University of San Diego
19	University of Colorado
20	Purdue University
21	Georgetown University
TIE	University of North Florida
TIE	University of South Florida
24	University of North Dakota
25	Boston University
TIE	Southern Illinois University

Note: Some schools listed may offer variations to traditional bachelor's degrees in accounting, such as integrated degrees.

Source: PAR research based on professors' rankings of accounting programs at American colleges and universities and published accounting department faculty data.

Source: PAR 32nd Annual Professors Survey — 2013

32nd Annual Professors Survey — 2013

Top 25 Masters Rankings
Schools With 22+
Full-Time Accounting Faculty

Rank	School
1	University of Texas
2	Brigham Young University
3	University of Illinois
4	University of Southern California
5	Texas A&M University
6	Indiana University
7	The Ohio State University
8	University of Florida
9	University of Georgia
10	Michigan State University
11	Northern Illinois University
12	City University of New York-Baruch College
13	Miami University (Ohio)
14	University of Tennessee
15	Arizona State University
16	Baylor University
17	Bentley University
TIE	North Carolina State University
19	Penn State
20	University of South Carolina
21	Northeastern University
22	Florida Atlantic University
23	University of Houston
TIE	University of Texas-Dallas
25	Rutgers University

Note: Master's degrees in accounting and integrated programs only; does not include MBAs.

Source: PAR research based on professors' rankings of accounting programs at American colleges and universities that offer master's degrees in accounting and published accounting department faculty data.

Source: PAR 32nd Annual Professors Survey — 2013

32nd Annual Professors Survey — 2013

Top 25 Masters Rankings
Schools With 16-21
Full-Time Accounting Faculty

Rank	School
1	University of Notre Dame
2	University of Mississippi
3	University of Michigan
4	University of North Carolina
5	University of Missouri
6	Wake Forest University
7	University of Washington
8	University of Utah
9	University of Alabama
10	University of Connecticut
11	University of Iowa
12	Texas Tech University
13	Florida State University
14	Texas Christian University
15	Utah State University
16	University of Arizona
17	Boston College
18	Temple University
19	George Washington University
20	Auburn University
TIE	University of Denver
22	Louisiana State University
TIE	Middle Tennessee State University
24	Villanova University
25	University of Kentucky

Note: Master's degrees in accounting and integrated programs only; does not include MBAs.

Source: PAR research based on professors' rankings of accounting programs at American colleges and universities that offer master's degrees in accounting and published accounting department faculty data.

Source: PAR 32nd Annual Professors Survey — 2013

32nd Annual Professors Survey — 2013

Top 25 Masters Rankings
Schools With 15 Or Fewer
Full-Time Accounting Faculty

Rank	School
1	University of Wisconsin
2	University of Virginia
3	Southern Methodist University
4	College of William & Mary
5	Vanderbilt University
6	Ball State University
7	Belmont University
8	Marquette University
9	University of San Diego
10	Case Western Reserve University
11	University of Nebraska
12	University of South Florida
13	University of Arkansas
14	University of Oklahoma
15	SUNY-Albany
16	Wright State University
17	University of Nevada-Las Vegas
TIE	SUNY-Binghamton
19	Washington State University
20	Gonzaga University
TIE	University of North Florida
22	Purdue University
23	University of Minnesota
24	University of Memphis
25	University of Colorado

Note: Master's degrees in accounting and integrated programs only; does not include MBAs.

Source: PAR research based on professors' rankings of accounting programs at American colleges and universities that offer master's degrees in accounting and published accounting department faculty data.

Source: PAR 32nd Annual Professors Survey — 2013

portunities and career paths available to professionals who choose public accounting as a career.

- Professors are divided on whether the recruiting process should begin earlier or later in students' college careers, but they express general frustration with aggressive recruiting efforts that interfere with class time or pressure students before they're fully informed about their career options.
- Professors generally agree that firms should do a better job of building relationships with faculty members and undervalue them as an insightful recruiting resource.
- Smaller schools and rural schools are especially eager to build relationships with firms of all sizes and yearn for a stronger firm presence on campus.
- Competitions, case studies, guest lectures and class presentations by firm professionals continue to be viewed as among the most effective and attractive recruiting activities.
- Professors generally agree that more creative and diversified internships and externships that offer meaningful hands-on experience would benefit both firms and students.

Professors Report Innovative Techniques

One important question the survey asks: "What is the most innovative recruiting method you've seen in the last two years?" While many professors report observing no new or innovative recruiting methods in the last two years, the survey elicited plenty of answers. Following are some examples:

- "All the Big Four are getting 'friend' information from students who attend recruiting events and using the contact information to attract a network of current students to their events."
- "Some firms, including **Crowe Horwath**, have done mock audits with 'real' data, which I find very clever."
- "**HoganTaylor** [which has offices in Tulsa; Oklahoma City; and Fayetteville, Ark.] has a work/life balance pitch: 55-hour max [for] busy season. It's working. They're getting a ton of recruits."
- "Hiring interns at high pay [by] **Dixon Hughes Goodman**."
- "Partners from attractive service lines [are] holding office hours on campus."

- "Excessive use of alcohol," was one professor's reply; whether or not it's an innovative recruiting method may vary by school.
- Recruiting events based on a "speed dating" model that introduces students to firms' various service lines were mentioned by several professors. One said the events were invitation-only for sophomores. **KPMG** and **BDO USA** were cited by name as using this technique.
- "Mini three- to five-day internships in the sophomore to junior year summer."
- "Office visit for sophomores [by] **BKD LLP** and externships [by] **KPMG**."
- "Cookout for interns, new hires and their families [by] **PwC**."
- "One regional firm scheduled a Wallyball event with students."
- "Sending interns to international locations such as Belize [by] **PwC**. Nissan gives students a car during their internship in Nashville."
- "Leadership programs in lieu of internships. Students are flown to [a] two- to five-day seminar conducted by the firm at a premier location."
- "**Deloitte** has a 'Maximum Impact' service activity, where a team of professionals devotes a day to a local service project and coordinates with ... students to participate. It's an effective recruiting tool and benefits the community."
- [Charismatic] "personalities of the partners and young staff that **EY** has involved in the recruiting process this semester."
- "Taking LinkedIn profile pictures [by **PwC**]."
- "Caterpillar visits targeted accounting classes to 1) demonstrate how accounting knowledge (e.g., inventory costing system and product costing) is actually implemented and utilized in various decision settings at Caterpillar; and 2) provide students with information about diverse career opportunities available in Caterpillar."
- "Psychological testing [used by Albuquerque-based] **REDW**."
- "Office hours with recruiter having monthly informal meetings with students on our campus [used by] **Grant Thornton**."
- "Six-month internship [at] **FedEx**."
- "Flexible time frame of internships that fit the availability of students between semesters."
- "Including global mindset in the set of skills sought." ■

Public Accounting Report

32nd Annual Professors Survey — 2013

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