

Dr. Susan Lynne Wright

Professional Positions

Assistant Dean, Baker School of Business, The Citadel (Aug 2021 – Present).
Associate Professor, The Citadel, Baker School of Business. (August 2019 - Present).
Associate Professor, SUNY Oswego, School of Business. (July 2018 - May 2019).
MBA Online Faculty Section Leader, Syracuse University. (October 2015 - March 2019).
Assistant Professor, SUNY Oswego, School of Business. (August 17, 2014 - June 2018).
Assistant Professor, Clarkson University. (2003 - 2014).

Education

PhD, Finance, Change Management. Carleton University, 2011.
Graduate Certificate, Advanced Business Certificate in Accounting Analytics, Analytics. University of Connecticut, 2022.
MBA, Accounting. Clarkson University, 1995.
BS, Accounting, Finance & Economics. Clarkson University, 1986.

Licensures and Certifications

Data Analytics & Visualization Fundamentals Certification, IMA. (December 2021 - Present).
Robotic Process Automation Badge, IMA. (July 2021 - Present).
Certified Public Accountant (CPA), NYS & SC, AICPA. (July 2019 - Present).
SUNY Teaching and Learning Certificate, State University of New York. (May 2015 - Present).
Certified Managerial Accountant (CMA), Institute of Management Accountants. (1999 - Present).
Alteryx Designer Core Certification, Alteryx. (March 2022 - March 2024).

Professional Memberships

South Carolina Association of CPAs. (March 1, 2023 - Present).
Member, AACSB Online Learning Affinity Group. (August 2021 - Present).
AICPA. (May 2017 - Present).
American Accounting Association. (January 2016 - Present).
Government Finance Officers Association. (2012 - Present).
Alpha Kappa Psi. (2010 - Present).
Institute of Management Accountants. (1998 - Present).
Beta Gamma Sigma. (1995 - Present).

Awards and Honors

MBA Professor of the Year, 2023, Tommy and Victoria Baker School of Business. (April 2023).
Baker School of Business, Excellence in Teaching Award, Baker School of Business. (May 2020).
Honorable Mention, Institute of Management Accountants. (February 25, 2020).
Outstanding Professorship Award, 2019, Students at SUNY Oswego. (April 25, 2019)
Faculty Research Award, SUNY Oswego. (October 2018).
Assessment Fellowship, SUNY Oswego. (May 2017).
MBA/MS Professor of the Year Award, Clarkson University. (May 2, 2014).

Publications

- Wright, S., Garas, S. (in press). A data analytics case study analyzing IRS SOI migration data using no code, low code technologies. *Journal of Accounting Education*.
- Bezjian, J., Godinez, J., Dean, B., Wright, S. L. (2023). Teaching Lewin's model on change management: Lessons from the Cool Runnings film. *Journal of Instructional Pedagogies*. <http://www.aabri.com/manuscripts/233637.pdf>
- Wright, S. L., Sharma, A., Nutt, S. R. (in press). An immersive learning experience utilizing essential technology in accounting education. *Journal of Business Cases and Applications*.
- Passyn, K., Wright, S. (2023). The impact of technology, engagement, and student readiness on student learning in blended synchronous environments. *Atlantic Marketing Journal*. <https://digitalcommons.kennesaw.edu/amj/vol12/iss2/8/>
- Bezjian, J., Dean, B., Wright, S., Lim, K. (2023). Enhancing customer valence and engagement for Captain's Comics & Toys. *Journal of Business Cases and Applications*, 38. <https://www.aabri.com/jbca.html>
- Bezjian, J., Wright, S., Dean, B. (2023). Business as a change-agent for social responsibility: Measuring societal impact of Working to Give. *Journal of Business Cases and Applications*. <http://www.aabri.com/manuscripts/233627.pdf>
- Wright, S. (2022). Integrated Managerial Cost Accounting Case Studies with Data Analytics. *Part of Textbook: Cost Accounting with Integrated Data Analytics, Farmer and Fredin, 1st edition* Wiley. <https://www.wileyplus.com/accounting/farmer-cost-accounting-1e-eprof20892/>
- Wright, S. L., Chitavi, M. (2022). Using course level data analytics to evaluate student learning outcomes & engagement. *Research in Higher Education Journal*, 41.
- Jones, W., Wright, S. (2021). J&J Farms: A Capital Budgeting Analysis Using Predictive Analytics. *Journal of Finance Case Research*, 19(1), 41-48.
- Wright, S., Losi, H. (2021). Examining Student Readiness for Upper Division Coursework. *Journal of Instructional Techniques in Finance*, 12, p. 17-25.
- Wright, S. L., Wright, S. L. (2021). The WeWork Company: A case about a failed IPO, Unicorn Startup. *Journal of Finance Case Research*, 19(1), 81-87.
- Jones, W., Wright, S. (2021). Lockwell Enterprises: A Case for Constructing Government Bids. *Journal of Finance Case Research*, 19(2), 49-52. <http://www.jfcr.org/jfcr.html>
- Passyn, K., Wright, S. (2021). *Learning in a Hyflex Model*. Atlantic Marketing Association Conference Proceedings.
- Wright, S. L. (2020). *Get the most out of a guest speaker visit*. <https://www.journalofaccountancy.com/newsletters/extra-credit/guest-speaker-visits.html>
- Nutt, S. R., Wright, S. (2020). *Ethics and the Social Contract* (May 2020 ed.). Montvale, NJ: <https://sfmagazine.com/>
- Wright, S., Rao, H. (2018). A Rubric for Assessing Managerial Influence and Accounting Discretions On Audit Independence and Audit Quality. *Journal of Finance and Accountancy*, 23. <http://aabri.com/jfa.html>

- Wright, S. L., Arcuri, G. (2018). A Case Study: Pershing Square's Acquisition Decision – To buy or not to buy. *Journal of Business Cases and Applications*, 19(January), <http://aabri.com/jbca.html>. <http://aabri.com/jbca.html>
- Wright, S. L. (2017). A Case Study: Using the Dupont Approach for Formulating Managerial Decisions. *Journal of Business Case Studies*, 13(1), 33-42. <http://www.cluteinstitute.com/journals/journal-of-business-case-studies-jbcs/>
- Wright, S. L. (2016). A Case Study: NIKE, Inc. - Financial Engineering or Value Creation. *Journal of Business Case Studies*, 12(3). <http://www.cluteinstitute.com/journals/journal-of-business-case-studies-jbcs/>
- Wright, S., Rao, H. (2016). *Client Firm Relationship Dynamics: A Model for High Risk Clients* (2015th ed., pp. 381-393). Niagara, NY: Business Research Consortium of Western NY. <http://www.businessresearchconsortium.org/>
- Wright, S. L., Nemiroff, H., Owens, J. (2016). An Empirical Analysis of New Rules Adopted Under Regulation NMS: Pilot Phase Period Implementation Results. *Journal of Business Research*, 2015, 353 - 379. <http://www.businessresearchconsortium.org/>

Presentations

- Wright, S., Sharma, A., AABRI 2024 Savannah Conference, "Institutional Support and Faculty Readiness for Technology Infused Curriculum in Accounting Education," AABRI (Academic and Business Research Institute), in person, Savannah, GA, United States. (March 4, 2024).
- Wright, S., Sharma, A., SCAAE 2024 Annual Conference, "Institutional Support and Faculty Readiness for Technology Infused Curriculum in Accounting Education," SC Association of Accounting Educators, in person, Columbia, SC, United States. (February 24, 2024).
- Wright, S. L., SC Association of Accounting Educators, "Teaching Emerging Technologies to 21st Century Learners: Robotic Process Automation, Data Automations, and High Impact Visualizations," SCAAE, In person, Columbia, SC, United States. (March 4, 2023).
- Wright, S. (Author and Presenter), CTLA: 15th Annual Conference on Teaching and Learning in Accounting, "Integrated Managerial Cost Accounting Case Studies with Data Analytics," American Accounting Association, Marriott, San Diego, CA, United States. (July 30, 2022).
- Wright, S. L. (Co-Author and Presenter), Garas, S. (Co-author), CTLA: 15th Annual Conference on Teaching and Learning in Accounting, "Using IRS SOI Statistics to Analyze Migration Patterns for Business and Government Planning," American Accounting Association, Marriott, San Diego, CA, United States. (July 30, 2022).
- Passyn, K. (Author), Wright, S. L. (Author), Atlantic Marketing Association Conference, "Learning in a Hyflex Model?," Chattanooga, TN, United States. (September 2021).
- Wright, S. L. (Author & Presenter), Three Minute Faculty, "What Makes Good Teachers Great?," SUNY Oswego Graduate Studies, Marano Campus Center. (November 16, 2018).
- Wright, S. L. (Author & Presenter), 2018 Annual Meeting, American Accounting Association, "Do your students think accounting education is dull? How to transform accounting into challenge-based, purposeful education," American Accounting Association, DC, WA. (August 8, 2018).

- Rodgers, M. T. (Author), Losi, H. (Author & Presenter), Wright, S. L. (Author & Presenter), Business Research Consortium, "Acknowledging Student Readiness for Upper Division Coursework," SUNY-Oswego, Oswego, NY. (April 21, 2018).
- Wright, S. (Author & Presenter), CELT Spring Session, "Develop Hi-Impact Course Improvements for Strengthening Student Learning Outcomes," SUNY Oswego CELT, SU Oswego, NY. (May 26, 2017).
- Wright, S. (Author & Presenter), Arcuri, G. (Author & Presenter), Business Research Consortium of Western NY, "A Case Study: An Analysis of Pershing Square's Decision to Acquire Chipotle Mexican Grill, Inc. – Is Chipotle Ripe or Rotten?," Business Research Consortium of Western NY, Niagara Falls, NY. (April 22, 2017).
- Wright, S. L. (Author & Presenter), Business Research Consortium of Western NY, "A Rubric for Assessing Managerial Influence and Accounting Discretions On Audit Independence and Audit Quality," BRC, Niagara Falls, NY. (April 22, 2017).
- Wright, S. L. (Author & Presenter), Kraszpulska, A. (Author & Presenter), Tripathi, P. (Author & Presenter), Donnelly, L. (Author & Presenter), CELT Winter Session, "Adding Meaning to Assessment," CELT, SU Oswego, NY. (January 18, 2017).
- Wright, S. L. (Author & Presenter), SUNY Oswego Business Advisory Board, "Improving Learning Outcomes Through Data Driven Instructional Practice," SU Oswego, NY. (November 4, 2016).
- Wright, S. (Author & Presenter), Business Research Consortium of Western NY, "Rethinking Principles-Level Accounting," Niagara Falls, NY. (April 16, 2016).
- Wright, S. L. (Author & Presenter), Business Research Consortium of Western NY, "An Empirical Analysis of New Rules Adopted Under Regulation NMS: Pilot Phase Period Implementation Results," St. Bonaventure University, St. Bonaventure University. (April 18, 2015).
- Wright, S. L. (Author & Presenter), Business Research Consortium of Western NY, "Client-Firm Relationship Dynamics: A Model for High Risk Clients," St. Bonaventure University, St. Bonaventure University. (April 18, 2015).
- Wright, S. (Author & Presenter), Rao, H. (Author), Business Research Consortium Of Western NY, "Client Firm Relationship Dynamics: A model for high risk clients," St. Bonaventure, NY, USA. (March 15, 2015).
- Wright, S. L. (Author & Presenter), Eastern Finance Association, "Electronic Trading: Friend or Foe," EFA, Pittsburgh, PA. (April 2014).

Contracts, Fellowships, Grants and Sponsored Research

- Wright, S. L. (Principal), "Integrate Case Studies: Organic Footwear Inc.," Sponsored by Wiley, (July 15, 2021 - August 31, 2021).
- Wright, S., "Faculty Fellow in Residence," Sponsored by The Citadel, (January 2021 - May 2021).

Teaching Experience

ACCT 201, Principles of Financial Acct, 3 courses.
ACCT 202, Principles of Managerial Acct, 5 courses.
ACCT 303, Intermediate Managerial Acct, 5 courses.
ACCT 425, Accounting Information Systems, 4 courses.
ACCT 470, Special Topics in ACCT, 1 course.
ACCT 710, Accounting for Executives, 10 courses.
BADM 206, Applied Business Analytics, 1 course.
BADM 212, Intro to Managerial Account, 2 courses.
BADM 302, Managerial Accounting, 1 course.
BADM 427, Accounting Information Systems, 1 course.
BADM 690, Independent Study, 1 course.
BADM 703, MBA Essentials II, 2 courses.
BADM 728, Accounting for Executives, 8 courses.
GBUS 703, Effective Ldrshp Decisions II, 3 courses.
HONR 400, Honors Research Project I, 1 course.
LDRS 411, Sr Leadership Integration Sem, 1 course.

Non-Credit Instruction Taught

Management/Executive Development, Candela Medical, 15 participants. (May 2023).

University Service

Faculty Mentor, Michael Chitavi. (August 2023 - Present).
Member - Department Representative, Faculty Senate. (August 2023 - Present).
Member - BSB Representative, QEP Advising Taskforce Committee. (October 2022 - Present).
Chair, BSB Assurance of Learning Committee. (August 2021 - Present).
Member, BSB UG and G Curriculum Committee. (August 2021 - Present).
Member, BSB Strategic Planning Committee. (February 2021 - Present).
Course Leader, Accounting & Finance Department. (August 2020 - Present).
Member, Assistant Provost of Teaching & Learning Search Committee. (Sept 2023 – Dec 2023).
Tenure Review Committee, Dept of Health and Human Performance, The Citadel. (Nov 2023).
Leadership Day Faculty Leader, Leadership Studies. (August 2023 - October 2023)
Peer Evaluation of Instruction, BSB Department of Accounting and Finance. (October 6, 2023).
Faculty Representative, BSB Board of Advisors. (August 2019 - May 2023).
Search Committee Member, Accounting and Finance Department. (June 2022 - July 2022).
Rank Board, Commandant's Office. (February 3, 2022).
Member, Citadel Senior Accountant Search Committee. (April 2021 - May 2021).
Faculty Advisor, Citadel Women's Network. (August 2020 - May 2021).
Chair, UG Curriculum Committee. (August 2019 - May 2021).
Faculty Advisor, Romeo Company, Faculty Advisor. (August 2020 - May 15, 2021).
Member, Assurance of Learning Committee. (August 2019 - May 15, 2021).
Member, University Wide UCC. (August 2019 - May 15, 2021).
Member, Citadel Finance Department Search Committee. (Nov 2020 - 2020).
Chair, Finance Faculty Search Committee. (January 2020 - March 2020).

Professional Service

Committee Member, AACSB Online Learning Affinity Group. (July 2021 - Present).
Reviewer/Referee, The Case Journal. (January 2023 - May 1, 2023).
Reviewer/Referee, Journal of Education for Business. (February 20, 2023).
Committee Member, Wiley Cost Accounting Advisory Board, (Aug 2020 – Aug 2022).
Reviewer/Referee, AABRI Journal of Business Cases & Applications. (June 2022 - July 2022).

Reviewer/Referee, AABRI, Journal of Business Cases and Applications, (Mar 2020 - Apr 2020).
Reviewer/Referee, External Tenure Review, SUNY Oneonta (Oct 2019).
Reviewer/Referee, AABRI Journal of Business Cases and Applications. (Sept 2018 – Oct 2018).
Reviewer/Referee, External Tenure Review, Ithaca College, (Aug 2018).
Reviewer/Referee, AABRI Journal of Business Cases and Applications. (Jan 2018 - Feb 2018).
Reviewer/Referee, Pearson Textbook Chapter. (January 2016 - February 2016).

Public Service

Participant, Neighbors Together, North Charleston. (October 18, 2023).
Judge, West Ashley High School DECA Regions Competition, West Ashley. (Nov 30, 2022).
Volunteer, Lowcountry Food Bank Volunteer Event, North Charleston, SC. (Nov 1, 2022).