

June 2020

BRUCE C. BRANSON

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College of Management, NC State University
Raleigh, North Carolina 27695-8113
(919) 515-4435

EDUCATION

- Ph.D. The Florida State University
December 1992
Major: Accounting
Support Area: Econometrics
- B.S. The Florida State University
April 1988 Magna Cum Laude
Major: Accounting

PROFESSIONAL EXPERIENCE

- Professor, NC State University, July 2006 to present.
Associate Director, Enterprise Risk Management Initiative, NC State University, August 2005 to present.
Visiting Professor, Fuqua School of Business, Duke University, Spring 2012 and 2013.
Visiting Lecturer, Institut d'Administration des Entreprises d'Aix-en-Provence (IAE-Aix), 2009.
Associate Professor, NC State University, July 1998 to June 2006.
Assistant Professor, NC State University, August 1992 to June 1998.
Graduate Research and Teaching Assistant, The Florida State University, August 1988 to July 1992.

RESEARCH INTERESTS

- Determinants of financial analyst interest.
Time-series properties of accounting variables.
Applications of forecasting methodologies to the analytical procedures setting.
Enterprise risk management adoption decisions.

TEACHING INTERESTS

- Accounting for Mergers and Acquisitions.
Accounting for Derivatives and Hedging Activities.
Enterprise Risk Management
Financial Accounting and Reporting.

PUBLICATIONS

Journal Articles

“On the Use of Time Series Models as Analytical Procedures,” with Ken S. Lorek and Rhoda C. Icerman, in *Auditing: A Journal of Practice & Theory*, Fall 1992.

“Evidence on the Superiority of Analysts' Quarterly Earnings Forecasts for Small Capitalization Firms,” with Ken S. Lorek and Don P. Pagach, in *Decision Sciences*, March/April 1995

“An Empirical Reexamination of the Leasing Puzzle,” in the *Quarterly Journal of Business and Economics*, Summer 1995.

“Instructional Case: Understanding Innovative Financial Instruments,” with Don P. Pagach, in *Issues in Accounting Education*, Spring 1998.

“Information Conveyed in Announcements of Analyst Coverage,” with Daryl Guffey and Don P. Pagach, in *Contemporary Accounting Research*, Summer 1998.

“The Relationship Between Economic Characteristics and Alternative Annual Earnings Persistence Measures,” with Stephen P. Baginski, Ken S. Lorek, and G. Lee Willinger, in *The Accounting Review*, January 1999.

“Improving Analytical Procedures: A Case of Using Disaggregate Multilocation Data,” with Robert D. Allen and Mark S. Beasley, in *Auditing: A Journal of Practice and Theory*, Fall 1999.

“A Note on Earnings Forecast Source Superiority,” with Barbara A. Chaney and Don P. Pagach, in *Journal of Applied Business Research*, Summer 2003.

“A Time-Series Approach to Measuring the Decline in Quarterly Earnings Persistence,” with Stephen P. Baginski, Ken S. Lorek, and G. Lee Willinger, in *Advances in Accounting*, Volume 20, Fall 2003.

“New Income Tax Regulations May Affect Bank Tax Accounting,” with Robert Peace, *The Banking Law Journal*, April 2004.

“Earnings Predictability: Do Analysts Make Coverage Choices Based on Ease of Forecasts?,” with Donald P. Pagach, *The Journal of American Academy of Business*, Volume 7, No. 1 (September 2005).

“The Value Relevance of Non-Financial Performance Measures in the Electric Utility Industry,” with Karen Nunez and Donald P. Pagach, *Oil, Gas and Energy Quarterly*. Volume 54, No. 1 (September 2005).

Journal Articles (continued)

“A Look at Recent Leasing Controversies in Accounting for Operating Leases and Leasehold Improvements,” with Donald P. Pagach, *The CPA Journal* (October 2005).

“Diversity in Analyst Coverage,” with Donald P. Pagach, *Journal of Applied Business Research*, Volume 22, Number 3 (Third Quarter 2006).

“Accounting for Accelerated Share Repurchases,” with Donald P. Pagach, *The CPA Journal* (August 2007).

“Rising Expectations: Audit Committee Oversight of Enterprise Risk Management,” with Mark S. Beasley and Bonnie V. Hancock. *Journal of Accountancy* (April 2008).

“Enterprise Risk Management: Current Initiatives and Issues,” with Pat Concessi, John Fraser, Michael Hofmann, Robert Kolb, Todd Perkins, Joseph Rizzi, and Betty Simkins. *Journal of Applied Finance* (Spring/Summer 2008).

“ERM: Opportunities for Improvement,” with Mark S. Beasley and Bonnie V. Hancock. *Journal of Accountancy* (September 2009).

“Are You Identifying Your Most Significant Risks?,” with Mark S. Beasley and Bonnie V. Hancock. *Strategic Finance* (November 2010).

“An Examination of the Assessment of Top Risks on the Horizon: Evidence from Executives and Risk Professionals,” with Mark Beasley and Don Pagach. *Journal of Enterprise Risk Management*. Volume 1, Issue 1 (February 2015).

“An Analysis of the Maturity and Strategic Impact of Investments in ERM,” with Mark Beasley and Don Pagach. *Journal of Accounting and Public Policy*. Volume 34, Issue 3 (May/June 2015).

Research Monographs

“An Assessment of Enterprise Risk Management Practices in State and Local Governments,” with Mark Beasley, Bonnie Hancock, and Roby Sawyers. IBM Center for the Business of Government. 2008.

“Report on the Current State of Enterprise Risk Oversight,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2009.

“Effective Enterprise Risk Management: The Role of the Board of Directors,” with Mark Beasley and Bonnie Hancock. Committee of Sponsoring Organizations (COSO). 2009.

“Strengthening Enterprise Risk Management for Strategic Advantage,” with Mark Beasley and Bonnie Hancock. Committee of Sponsoring Organizations (COSO). 2009.

Research Monographs (continued)

“Report on the Current State of Enterprise Risk Oversight – 2nd Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2010.

“Enterprise Risk Oversight: A Global Analysis,” with Mark Beasley and Bonnie Hancock. CIMA and AICPA Research Series. CIMA/AICPA, 2010.

“COSO’s Enterprise Risk Management Framework: Extent of Adoption and Market Perceptions,” with Mark Beasley and Bonnie Hancock. COSO, 2010.

“Developing Key Risk Indicators to Strengthen Enterprise Risk Management,” with Mark Beasley and Bonnie Hancock. Committee of Sponsoring Organizations (COSO). 2011.

“Report on the Current State of Enterprise Risk Oversight – 3rd Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2011.

“How to Evaluate Enterprise Risk Management Maturity,” with Mark Beasley and Bonnie Hancock. CGMA Tools. AICPA/CIMA. 2012.

“How to Evaluate Enterprise Risk Management Maturity,” with Mark Beasley and Bonnie Hancock. CGMA Case Study. AICPA/CIMA. 2012.

“Report on the Current State of Enterprise Risk Oversight – 4th Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2012.

“Executive Perspectives on Top Risks for 2013,” with Mark Beasley and Don Pagach. Protiviti Inc. March, 2013.

“Executive Perspectives on Top Risks for 2014,” with Mark Beasley and Don Pagach. Protiviti Inc. February, 2014.

“Report on the Current State of Enterprise Risk Oversight – 5th Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2014.

“Executive Perspectives on Top Risks for 2015,” with Mark Beasley and Don Pagach. Protiviti Inc. February, 2015.

“Report on the Current State of Enterprise Risk Oversight – 6th Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2015.

“CGMA Report: Global State of Enterprise Risk Oversight – 2nd Edition,” with Mark Beasley and Bonnie Hancock. AICPA/CIMA 2015.

“Reporting Key Risk Information to the Board of Directors.” ERM Initiative Publication, 2015.

Research Monographs (continued)

“Executive Perspectives on Top Risks for 2016,” with Mark Beasley and Don Pagach. Protiviti Inc. February, 2016.

“Report on the Current State of Enterprise Risk Oversight – 7th Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2016.

“Executive Perspectives on Top Risks for 2017,” with Mark Beasley and Don Pagach. Protiviti Inc. January, 2017.

“Report on the Current State of Enterprise Risk Oversight – 8th Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2017.

“CGMA Report: Global State of Enterprise Risk Oversight – 3rd Edition,” with Mark Beasley and Bonnie Hancock. AICPA/CIMA 2017.

“Executive Perspectives on Top Risks for 2018,” with Mark Beasley and Don Pagach. Protiviti Inc. December, 2017.

“Report on the Current State of Enterprise Risk Oversight – 9th Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2018.

“Executive Perspectives on Top Risks for 2019,” with Mark Beasley and Don Pagach. Protiviti Inc. December, 2018.

“Report on the Current State of Enterprise Risk Oversight – 10th Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2019.

“Executive Perspectives on Top Risks for 2020,” with Mark Beasley and Don Pagach. Protiviti Inc. December, 2019.

“Report on the Current State of Enterprise Risk Oversight – 11th Edition,” with Mark Beasley and Bonnie Hancock. Management Accounting Series. AICPA, 2020.

Work in Progress

“Corporate Sustainability and Enterprise Risk Management: Implementation Effects on Performance,” with Mark Beasley, Evelyn Braumann and Don Pagach, 2019.

“The Impact of Organizational Cultural Factors on Advancing ERM Sophistication,” with Mark Beasley, Evelyn Braumann, and Don Pagach. 2020.

“Are Required SEC Proxy Disclosures about the Board’s Role in Risk Oversight Substantive?,” with Mark Beasley, Don Pagach, and Silvia Panfilo. 2020.

Newsletter Articles

“S&P Proposal Creates Demand for Enterprise Risk Management.” *AICPA CPA Insider* (February 2008).

“Standard & Poor’s Evaluation of ERM Programs.” *Risk!* (March 2008).

“Does ERM Enhance Shareholder Value?” *Risk!* (April 2008).

“Rising Expectations: Audit Committee Oversight of Enterprise Risk Management,” with Mark S. Beasley and Bonnie V. Hancock. Reprint. *AICPA CPA Insider* (April 2008).

“What’s Your Risk IQ?” *Risk!* (May 2008).

“ERM—No Longer an Option for Many Firms,” *AICPA CPA Insider* (June 2008).

“Enterprise Risk Management is No Longer an Option,” *Risk!* (July/August 2008).

“Has AS5 Delivered SOX Savings?” *Risk!* (September 2008).

“An Update on S&P’s ERM Reviews for Non-Financial Issuers,” *Risk!* (January 2009).

“S&P’s ERM Reviews for Non-Financial Issuers – Where Do We Stand?,” *AICPA CPA Insider* (February 2009).

“The SEC’s Report on Fair Value Accounting,” *Risk!* (February 2009).

“S&P Provides an Update on Integration of ERM Analysis Into Corporate Credit Ratings,” *AICPA CPA Insider* (March 2010).

“Key Insights from the Fall 2019 ERM Roundtable Summit,” ERM Initiative website (November 2019).

Books

FASB Review, with Jon W. Bartley. AICPA, Durham, NC, 2013, 2014.

Comprehensive FASB Standards, with Jon W. Bartley. AICPA, Durham, NC, 2013, 2014.

FASB Industry Developments, with Jon W. Bartley. AICPA, Durham, NC, 2013, 2014.

FASB Industry Review, with Jon W. Bartley. AICPA, Durham, NC, 2013, 2014.

FASB CPA Review, with Jon W. Bartley. AICPA, Durham, NC, 2013, 2014.

Advanced FASB Review and Update: Tackling the Tougher GAAP Issues, with Jon W. Bartley. AICPA, Lewisville, TX, 2010.

Books (continued)

Advanced Financial Reporting for Executives, with Jon W. Bartley. AICPA/PDI, Lewisville, Texas, 1995, 1996, 1997.

Executive Bootcamp: Competitive Financial Reporting Standards. AICPA/PDI, Lewisville, Texas, 1998, 1999.

FASB Review for Industry, with Jon W. Bartley. AICPA/PDI, Lewisville, Texas, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012.

FASB Review and Update: Common GAAP Issues Impacting all CPAs, with Jon W. Bartley. AICPA, Lewisville, TX, 2010.

FASB Update for Small Businesses, with Jon W. Bartley. AICPA/PDI, Lewisville, Texas, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006.

FASB/APB Update and Review, with Jon W. Bartley. AICPA/PDI, Lewisville, Texas, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012.

Current FASB Issues and Trends, with Jon W. Bartley. AICPA/PDI, Lewisville, Texas, 1998, 1999.

Controllers Guide to External Reporting Standards, with Frank A. Buckless. AICPA/PDI, Lewisville, Texas, 1998, 1999, 2000.

Book Chapters

“The Role of the Board and Senior Management in Enterprise Risk Management.” *Enterprise Risk Management* (Chapter Four), John Wiley and Sons, 2009.

“Enterprise Risk Management: Current Initiatives and Issues,” with Pat Concessi, John Fraser, Michael Hofmann, Robert Kolb, Todd Perkins, Joseph Rizzi, and Betty Simkins. Reprint. *Enterprise Risk Management* (Chapter Twenty-Six), John Wiley and Sons, 2009.

Book Reviews

Review of *E-Business: Principles and Strategies for Accountants* by Steven Glover, Stephen Liddle, and Douglas Prawitt. Appeared in *The Accounting Review*, April 2002, pp. 476-477.

Conference Proceedings and Published Abstracts

“Examination and Prediction of Earnings per Share Forecast Origin Superiority,” with Don P. Pagach, in *SEAAA Collected Papers and Abstracts, 1994*.

“Determinants of Intra-Industry Variation in Security Analyst Following” (abstract). *Proceedings* of the 1995 Annual Meeting of the American Accounting Association.

“The Information Content of Announcements of Analyst Coverage” (abstract), with Daryl Guffey and Don P. Pagach. *Proceedings* of the 1996 Southeast Regional American Accounting Association Annual Meeting.

“The Information Content of Announcements of Analyst Coverage” (abstract), with Daryl Guffey and Don P. Pagach. *Proceedings* of the 1996 Annual Meeting of the *Decision Sciences* Institute.

“Improving the Accuracy and Precision of Analytical Procedures Using Multilocation Data,” with Robert D. Allen and Mark S. Beasley. *Symposium Papers* of the 1997 International Symposium on Audit Research.

“Improving the Accuracy and Precision of Analytical Procedures Using Multilocation Data” (abstract), with Robert D. Allen and Mark S. Beasley. *Proceedings* of the 1997 Annual Meeting of the American Accounting Association (AAA).

“The Information Content of Announcements of Analyst Coverage” (abstract), with Daryl Guffey and Don P. Pagach. *Proceedings* of the 1997 Annual Meeting of the AAA.

“Improving the Accuracy and Precision of Analytical Procedures Using Multilocation Data” (abstract), with Bob Allen and Mark Beasley. Abstract published in *Auditing, Litigation, and Tax Abstracts Working Paper Series*, Volume 2, Number 1 (January 16, 1998).

“Information Conveyed in Announcements of Analyst Coverage” (abstract), with Daryl M. Guffey and Don P. Pagach. Abstract published in *Financial Accounting Abstracts Working Paper Series*, Volume 2, Number 4 (February 16, 1998).

“A Comparative Assessment of the Predictive Ability of Financial Statement Subcomponents” (abstract), with Ken S. Lorek. *Proceedings* of the 1998 Western Regional Meeting of the American Accounting Association.

“The Relationship Between Economic Characteristics and Alternative Earnings Persistence Measures (abstract),” with Steve Baginski, Ken Lorek, and Lee Willinger. Abstract published in *Financial Accounting Abstracts Accepted Paper Series*, Volume 3, Number 4 (February 1999).

“A Note on Forecast Source Superiority” (abstract), with Barbara Chaney and Don Pagach. Abstract published in *Collected Abstracts of the 2000 SEAAA Annual Meeting*.

“The Value Relevance of Non-Financial Performance Measures in the Electric Utility Industry” (abstract), with Karen Nunez and Don Pagach. Abstract published in *Collected Abstracts of the 2005 AAA Annual Meeting*.

PRESENTATIONS

“An Empirical Examination of Firm-Specific Characteristics Associated with Differential Information Environments.” Ph.D. dissertation proposal presented to workshop participants at Florida State University, North Carolina State University, Florida Atlantic University, the University of Houston, and Southern Methodist University; spring 1992.

“Evidence on the Superiority of Analysts' Quarterly Earnings Forecasts for Small Capitalization Firms,” with Ken S. Lorek and Don P. Pagach. Presented to the Florida State University Accounting Research Colloquium, summer 1992.

“Additional Evidence Concerning the Determinants of Security Analyst Following.” Presented to the North Carolina State University Accounting Research Workshop, spring 1993.

“A Comparison of Methods for Predicting Quarterly Earnings per Share,” with Don P. Pagach. Presented at the Mid-Atlantic Regional American Accounting Association Annual Meeting, spring 1994.

“Examination and Prediction of Earnings per Share Forecast Origin Superiority,” with Don P. Pagach. Presented at the Southeast Regional American Accounting Association Annual Meeting, spring 1994.

“The Information Content of Announcements of Analyst Coverage,” with Daryl Guffey and Don P. Pagach. Presented to the North Carolina State University Accounting Research Workshop, fall 1994.

“Determinants of Intra-Industry Variation in Security Analyst Following.” Presented at the 1995 Annual Meeting of the American Accounting Association (Research Forum).

“The Information Content of Announcements of Analyst Coverage,” with Daryl Guffey and Don P. Pagach. Presented at the Southeast Regional American Accounting Association Annual Meeting, spring 1996.

“Improving the Accuracy and Precision of Analytical Procedures Using Multilocation Data,” with Robert D. Allen and Mark S. Beasley. Presented to the NC State Accounting Research Workshop, spring 1997.

“Improving the Accuracy and Precision of Analytical Procedures Using Multilocation Data,” with Robert D. Allen and Mark S. Beasley. Presented at the 1997 International Symposium on Audit Research.

“Improving the Accuracy and Precision of Analytical Procedures Using Multilocation Data,” with Robert D. Allen and Mark S. Beasley. Presented at the 1997 Annual Meeting of the American Accounting Association.

Discussant, 1998 Southeast Regional Meeting of the American Accounting Association (Financial Reporting Section, three papers).

“A Note on Forecast Source Superiority,” with Barbara Chaney and Don Pagach. Presented at the 2000 Southeast Region AAA Annual Meeting.

“The Value Relevance of Non-Financial Performance Measures in the Electric Utility Industry” (abstract), with Karen Nunez and Don Pagach. Presented at the 2005 AAA Annual Meeting (Research Forum).

“Emerging Expectations for Boards Related to Risk Management.” Presented at the Advanced Bank Directors College I. September 2006.

“Emerging Expectations for Boards Related to Risk Management.” Presented at the Advanced Bank Directors College II. April 2007.

“Building a Risk Portfolio.” Presented at the ERM Fundamentals Workshop. May 2007.

“Prioritizing Risk Responses.” Presented at the ERM Fundamentals Workshop. May 2007.

“Building a Risk Portfolio.” Presented at the ERM Fundamentals Workshop. September 2007.

“Prioritizing Risk Probability and Impact.” Presented at the ERM Fundamentals Workshop. September 2007.

“FMA Roundtable on Enterprise Risk Management.” Presented at the annual meeting of the Financial Management Association. October 2007.

“Evaluating Strategic Alternatives: Risk vs. Reward.” Presented at the Advanced Bank Directors College III. October 2007.

“Selecting or Becoming an Acquisition Target: Valuation Issues.” Presented at the Advanced Bank Directors College III. October 2007.

“ERM—What Does it Mean Today?” Presented at the AFP Corporate Risk Forum. February 2008.

“Risk Management Trends: What are the Leading Authorities Saying?” Presented at the AICPA Audit Committee’s Role in Risk Oversight Conference. March 2008.

“Communicating and Monitoring Risks: What Information and Reports Should Management be Providing to the Board?” Presented at the AICPA Audit Committee’s Role in Risk Oversight Conference. March 2008.

“Evaluating Strategic Alternatives: Risk vs. Reward.” Presented at the Advanced Bank Directors College IV. May 2008.

“Selecting or Becoming an Acquisition Target: Valuation Issues.” Presented at the Advanced Bank Directors College IV. May 2008.

“Managing Increasing Demands Place on Audit Committees: Trends and Best Practices.” Presented at the Advanced Bank Directors College V. September 2008.

“Practical Insights for Audit Committees: Panel Discussion.” Moderated at the Advanced Bank Directors College V. September 2008.

“Risk Management Trends: What are the Leading Authorities Saying?” Presented at the AICPA Audit Committee’s Role in Risk Oversight Conference. October 2008.

“Communicating and Monitoring Risks: What Information and Reports Should Management be Providing to the Board?” Presented at the AICPA Audit Committee’s Role in Risk Oversight Conference. October 2008.

“The Subprime Mortgage Crisis.” MBA Short Course (12 Contact Hours). November 2008.

“Risk Management Trends: What are the Leading Authorities Saying?” Presented at the AICPA Audit Committee’s Role in Risk Oversight Conference. March 2009.

“Communicating and Monitoring Risks: What Information and Reports Should Management be Providing to the Board?” Presented at the AICPA Audit Committee’s Role in Risk Oversight Conference. March 2009.

“Managing Increasing Demands Place on Audit Committees: Trends and Best Practices.” Presented at the Advanced Bank Directors College VI. May 2009.

“Practical Insights for Audit Committees: Panel Discussion.” Moderated at the Advanced Bank Directors College VI. May 2009.

“Inside the Subprime Mortgage Loan Fiasco: A Risk Management Failure?” International Seminar at Institut d’Administration des Entreprises d’Aix-en-Provence (IAE-Aix). Invited seminar presented to IAE-Aix graduate business students (20 contact hours). May 2009.

“Understanding the Subprime Mortgage and Credit Crisis.” MBA Short Course (12 Contact Hours). October 2009.

“Risk Management Trends: What are the Leading Authorities Saying?” Presented at the AICPA Board and Senior Executive Roles in Risk Oversight: Taking a Strategic View of the Enterprise Conference. November 2009.

Communicating and Monitoring Risks: What Information and Reports Should Management be Providing to the Board?” Presented at the AICPA Board and Senior Executive Roles in

Risk Oversight: Taking a Strategic View of the Enterprise Conference. November 2009.

“Where is Mark-to-Market Accounting Headed?” Presented at the Advanced Bank Directors College VII. November 2009.

“Making Sense of the Subprime Mortgage and Credit Crisis of 2008 - 09” International Seminar at Institut d’Administration des Entreprises d’Aix-en-Provence (IAE-Aix). Invited seminar presented to IAE-Aix graduate business students (20 contact hours). December 2009.

“Risk Management Trends: What are the Leading Authorities Saying?” Presented at the AICPA Board and Senior Executive Roles in Risk Oversight: Taking a Strategic View of the Enterprise Conference. March 2010.

“Communicating and Monitoring Risks: What Information and Reports Should Management be Providing?” Presented at the AICPA Board and Senior Executive Roles in Risk Oversight: Taking a Strategic View of the Enterprise Conference. March 2010.

“Risk Management Trends: What are the Leading Authorities Saying?” Presented at the AICPA Strengthening Your Enterprise’s Risk Oversight for Strategic Benefit Conference. October 2010.

“Communicating and Monitoring Risks: What Information and Reports Should Management be Providing?” Presented at the AICPA Strengthening Your Enterprise’s Risk Oversight for Strategic Benefit Conference. October 2010.

“Risk Management Trends: What are the Leading Authorities Saying?” Presented at the AICPA Strengthening Your Enterprise’s Risk Oversight for Strategic Benefit Conference. March 2011.

“Communicating and Monitoring Risks: What Information and Reports Should Management be Providing?” Presented at the AICPA Strengthening Your Enterprise’s Risk Oversight for Strategic Benefit Conference. April 2011.

“Risk Management Trends: What are the Leading Authorities Saying?” Presented at the AICPA Strengthening Your Enterprise’s Risk Oversight for Strategic Benefit Conference. October 2011.

“Communicating and Monitoring Risks: What Information and Reports Should Management be Providing?” Presented at the AICPA Strengthening Your Enterprise’s Risk Oversight for Strategic Benefit Conference. October 2011.

“ERM: It’s About Strategy, not Compliance.” Presented at the Association of Credit Unions Regional meeting. September 2012.

“Evaluating Risk Identification Processes,” Presented at the AICPA Enterprise Risk Management Workshop: Evaluating Your Organization’s Approach. October 2012.

“Evaluating Whether Risk Responses are Appropriate,” Presented at the AICPA Enterprise Risk Management Workshop: Evaluating Your Organization’s Approach. October 2012.

“Techniques for Identifying and Assessing Risks,” Presented at the NC State ERM Initiative Overview of Enterprise Risk Management Fundamentals: Launching ERM for Strategic Value Workshop. March 2014.

“Developing Key Risk Indicators to Monitor Strategic Risks,” Presented at the NC State ERM Initiative Overview of Enterprise Risk Management Fundamentals: Launching ERM for Strategic Value Workshop. March 2014.

“Evaluating Risk Identification Processes,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. October 2014.

“Evaluating Whether Risk Responses Are Appropriate,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. October 2014.

“Techniques for Identifying Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. March 2015.

“Techniques for Assessing Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. March 2015.

“Communicating Key Risk Information to Management and the Board,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. March 2015.

“Evaluating Risk Identification Processes,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. October 2015.

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“Communicating Key Risk Information to Management and the Board,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. March 2016.

“Evaluating Risk Identification Processes,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. October 2016.

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“Techniques for Identifying Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. February 2017.

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“Communicating Key Risk Information to Management and the Board,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. February 2017.

“Evaluating Risk Identification Processes,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. March 2017.

“Evaluating Whether Risk Responses Are Appropriate,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. March 2017.

“Techniques for Identifying Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. September 2017.

“Techniques for Assessing Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. September 2017.

“Communicating Key Risk Information to Management and the Board,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. September 2017.

“Evaluating Risk Identification Processes,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. February 2018.

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“Techniques for Identifying Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. March 2018.

“Techniques for Assessing Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. March 2018.

“Communicating Key Risk Information to Management and the Board,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. March 2018.

“Pinpointing Next Steps for Improving Your Organization’s ERM Process,” Presented at the NC State ERM Initiative Pre-ERM Roundtable Workshop: Strengthening Enterprise Risk Management. April 2018.

“Techniques for Identifying Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. October 2018.

“Techniques for Assessing Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. October 2018.

“Communicating Key Risk Information to Management and the Board,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. October 2018.

“Techniques to Strengthen ERM’s Connection to Strategy,” Presented at the NC State ERM Initiative Post-ERM Roundtable Workshop: Strengthening Enterprise Risk Management. November 2018.

“Techniques for Identifying Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. February 2019.

“Techniques for Assessing Risks,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. February 2019.

“Communicating Key Risk Information to Management and the Board,” Presented at the NC State ERM Initiative Overview of ERM Fundamentals: The Basics of Launching ERM for Strategic Value Workshop. March 2019.

“Evaluating Risk Identification Processes,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. March 2019.

“Evaluating Whether Risk Responses Are Appropriate,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. March 2019.

“Executive Perspectives on Top Risk in 2019,” Presented at the NC State ERM Initiative Enterprise Risk Management: Evaluating Your Organization’s Approach Workshop. March 2019.

“Integrating ERM and Sustainability to Identify Risks Over Longer-Term Horizons,” Presented at the NC State ERM Initiative Post-ERM Roundtable Workshop: Strengthening Enterprise Risk Management. April 2019.

SERVICE

Departmental Service

1992-93	Awareness Committee
1993-94	Undergraduate Curriculum Committee Recruiting/Search Committee Departmental Library Representative
1994-95	Recruiting/Search Committee Departmental Library Representative
1995-96	Accounting Research Workshop Coordinator Departmental Library Representative
1996-97	Accounting Research Workshop Coordinator Curriculum Committee Departmental Library Representative MAC <i>ad hoc</i> Curriculum Team
1997-98	Accounting Research Workshop Coordinator Curriculum Committee Departmental Library Representative
1998-99	Accounting Research Workshop Coordinator Curriculum Committee Departmental Library Representative Ad-hoc Post-tenure Review Committee
1999-00	Accounting Research Workshop Coordinator Departmental Library Representative
2000-01	Accounting Research Workshop Coordinator Recruiting Committee Enrollment Committee Teaching & Learning Excellence Committee Departmental Library Representative

2001-02	Accounting Research Workshop Coordinator Recruiting Committee Curriculum Committee Enrollment Committee Departmental Library Representative
2002-03	Accounting Research Workshop Coordinator Recruiting Committee Enrollment Committee Departmental Library Representative
2003-04	Chair, CPA Review Development Committee Enrollment Committee Departmental Library Representative
2004-05	Undergraduate Curriculum Committee MAC Curriculum Committee
2005-06	Chair, Recruiting Committee Undergraduate Curriculum Committee MAC Curriculum Committee
2006-07	Undergraduate Curriculum Committee MAC Curriculum Committee Taskstream Implementation Evaluator
2007-08	MAC Curriculum Committee
2008-09	MAC Curriculum Committee Recruiting Committee
2009-10	MAC Curriculum Committee Research Awards Committee
2010-11	MAC Curriculum Committee
2011-12	MAC Curriculum Committee
2012-13	MAC Curriculum Committee
2013-14	MAC Curriculum Committee
2014-15	MAC Curriculum Committee Post-Tenure Review Committee for R Pennington
2015-16	MAC Curriculum Committee
2016-17	Undergraduate Curriculum Committee MAC ASAP Development Committee
2017-18	Undergraduate Curriculum Committee Post-Tenure Review Committee for M Beasley
2018-19	Undergraduate Curriculum Committee Research Award Committee
2019-20	Undergraduate Curriculum Committee Recruiting Committee

Poole College of Management Service

1995-96	Dept'l Coordinator, State Employees Combined Campaign
1996-97	Dept'l Coordinator, State Employees Combined Campaign Peer Review of Teaching committee Coordinator and Exhibitor, 1996 Instructional Technology Exposition
1997-98	Judge, NC State Undergraduate Research Symposium Dept'l Coordinator, State Employees Combined Campaign Peer Review of Teaching committee
1998-99	Dept'l Coordinator, State Employees Combined Campaign AACSB self-evaluation report subcommittee
1999-00	Dept'l Coordinator, State Employees Combined Campaign
2000-01	Dept'l Coordinator, State Employees Combined Campaign
2001-02	Dept'l Coordinator, State Employees Combined Campaign
2002-03	Dept'l Coordinator, State Employees Combined Campaign Selection Committee for Outstanding COM Senior
2003-04	College RPT Review Committee Selection Committee for Outstanding COM Senior College of Management Administrative Team
2004-05	College RPT Review Committee College of Management Administrative Team
2005-06	Dept'l Coordinator, State Employees Combined Campaign Associate Director, Enterprise Risk Management Initiative College RPT Review Committee College Strategic Planning Committee
2006-07	Associate Director, Enterprise Risk Management Initiative College Strategic Planning Committee
2007-08	Associate Director, Enterprise Risk Management Initiative Member, Search Committee for COM Director of Development
2008-09	Associate Director, Enterprise Risk Management Initiative
2009-10	Associate Director, Enterprise Risk Management Initiative
2010-11	Associate Director, Enterprise Risk Management Initiative College RPT Review Committee
2011-12	Associate Director, Enterprise Risk Management Initiative College RPT Review Committee
2012-13	Associate Director, Enterprise Risk Management Initiative College Teaching Awards Committee
2013-14	Associate Director, Enterprise Risk Management Initiative College Teaching Awards Committee
2014-15	Associate Director, Enterprise Risk Management Initiative College RPT Review Committee College Teaching Awards Committee Search Committee for Associate Dean of Undergraduate Programs
2015-16	Associate Director, Enterprise Risk Management Initiative College Teaching Awards Committee
2016-17	Associate Director, Enterprise Risk Management Initiative College Teaching Awards Committee

2017-18 Associate Director, Enterprise Risk Management Initiative
College Teaching Awards Committee

2018-19 Associate Director, Enterprise Risk Management Initiative
College Teaching Awards Committee

2019-20 Associate Director, Enterprise Risk Management Initiative
College Teaching Awards Committee

University Service

1993-94 Interviewer for Merit Awards/Caldwell Scholarship program

1994-95 Interviewer for Merit Awards/Caldwell Scholarship program

1996-97 Interviewer for Merit Awards/Caldwell Scholarship program
Commission on Faculty Opportunity and Responsibility

1997-98 Commission on Faculty Opportunity and Responsibility
Committee on International Programs

1998-99 Interviewer for Merit Awards/Caldwell Scholarship program
Committee on International Programs

1999-00 Interviewer for Merit Awards/Caldwell Scholarship program
Committee on International Programs

2000-01 Interviewer for Merit Awards/Caldwell Scholarship program

2001-02 Interviewer for Merit Awards/Caldwell Scholarship program
University Grievance Panel member (one hearing in 2001-02)

2002-03 University Grievance Panel member (one hearing in 2002-03)
Elected to Faculty Senate

2003-04 Faculty Senator
Member, University Academic Policy Committee
Member, University Budget Advisory Committee

2004-05 Faculty Senator
Member, University Resources and Environment Committee
Member, University Budget Advisory Committee
Member, Provost Nomination Committee

2005 -06 Member, University Budget Advisory Committee

2006 -07 Member, University Budget Advisory Committee

2007-08 Member, University Budget Advisory Committee
Member, Advisory Board for Global Proficiency Certificate Program

2008-09 Member, University Budget Advisory Committee
Member, Advisory Board for Global Proficiency Certificate Program
Member, Board of Governors' Award for Excellence in Teaching
Selection Committee
Interviewer for Caldwell Fellows Program

2009-10 Member, Advisory Board for Global Proficiency Certificate Program
Interviewer for Caldwell Fellows Program

2010-11 Member, Advisory Board for Global Proficiency Certificate Program
Interviewer for Caldwell Fellows Program

2011-12 Member, Advisory Board for Global Proficiency Certificate Program
Interviewer for Caldwell Fellows Program

2012-13	Member, Advisory Board for Global Proficiency Certificate Program Interviewer for Caldwell Fellows Program
2013-14	Interviewer for Caldwell Fellows Program
2014-15	Folder Reviewer for Caldwell Fellows Program Finalists Interviewer for Caldwell Fellows Program
2015-16	Folder Reviewer for Caldwell Fellows Program Finalists Interviewer for Caldwell Fellows Program Member, Board of Governors' Award for Excellence in Teaching Selection Committee
2016-17	Finalists Interviewer for Caldwell Fellows Program

Graduate School representative on seven Ph.D. committees

Larry S. Jackson	Department of Wood and Paper Science College of Forest Resources
Candy M. Beal	Department of Curriculum and Instruction College of Education and Psychology
Anthony N. Rezitis	Department of Economics College of Management
Yujun Wu	Department of Statistics College of Physical and Mathematical Sciences
Jonathan Brown	Department of Mathematics College of Physical and Mathematical Sciences
Muhtarjan Osman	Department of Statistics College of Physical and Mathematical Sciences
Santi Sanglestawai	Department of Economics College of Management

Professional Service

Associate Editor, *Advances in Accounting* (2010 – 2013)
 Editorial Board, *Issues in Accounting Education*
 Editorial Board, *Risk!*
 Serve as an *ad hoc* reviewer for *The Accounting Review*
 Serve as an *ad hoc* reviewer for *Decision Sciences Journal*
 Serve as an *ad hoc* reviewer for *Journal of Accounting Education*
 Serve as an *ad hoc* reviewer for the Financial Reporting Section of the American
 Accounting Association

AWARDS AND HONORS

2014	Poole College of Management Outstanding Extension Service Award
2011	Research Innovation Award, Department of Accounting
2009	Invited Professor, IAE-Aix International Seminar Program (December)
2009	Invited Professor, IAE-Aix International Seminar Program (May)
2004 - 2006	Ernst & Young Teaching Fellow
2004 - 2006	Recipient, Alumni Distinguished Undergraduate Professorship

2003	Recipient, Board of Governors' Award for Excellence in Teaching
2002	Resident Faculty, AAA New Faculty Consortium (Small Group Leader)
2002	Recipient, College of Management Outstanding Teacher Award
2001	Resident Faculty, AAA New Faculty Consortium (Small Group Leader)
2001	Finalist, College of Management Outstanding Teacher Award
2000	Ernst & Young Faculty Excellence Award
	Finalist, College of Management Outstanding Teacher Award
1997	Finalist, College of Management Outstanding Teacher Award
1994	Participant, AAA Corporate Accounting Policy Seminar
1994	Faculty Research and Professional Development Fund Grant
1993	American Accounting Association New Faculty Consortium Fellow
1990-1992	Deloitte & Touche Doctoral Fellowship
1990	American Accounting Association Doctoral Consortium Fellow
1989-1991	The Florida State University Fellowship
1988-1989	American Accounting Association Doctoral Fellowship

MEMBERSHIPS AND ASSOCIATIONS

Member, Beta Gamma Sigma
Member, Sigma Iota Rho
Member & Faculty Advisor (1995 – 2002), Golden Key International Honour Society
Faculty Brother, Alpha Kappa Psi

PERSONAL DATA

Home Address: 3416 Noel Court
Raleigh, NC 27607-3347
(919) 571-8960
bruce_branson@ncsu.edu

Marital Status: Married (Kelly)
Children:
Meg (daughter)—age 34
McCall (son)—age 32

Born: Sarasota, FL
September 26, 1960