

Ashraf Jaffer

Adjunct Associate Professor of Accounting

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Work Experience

- 2011-present **Coordinating and Section Faculty**, MBA@UNC Program, Kenan-Flagler Business School, University of North Carolina at Chapel Hill. Develop and deliver online course content for Financial Accounting, Managerial Accounting and Financial Statement Analysis. The three courses are taught using a mix of multimedia tools to enhance learning in an online platform. The courses use both asynchronous and synchronous teaching methods to deliver course content to students. I am also responsible for developing innovative teaching solutions, online exam methodologies, online tools to check for understanding as well as course delivery quality and consistency across sections.
- 2015-present **Coordinating and Section Faculty**, MAC@UNC Program, Kenan-Flagler Business School, University of North Carolina at Chapel Hill. Develop and deliver online course content for Managerial Accounting and Financial Statement Analysis.
- 2019-present **Lead and Section Faculty**, Online MBA and Direct MBA, Southern Methodist University, Dallas, Texas. Developed online video content, live session teaching plans and delivered the course online to MBA students for Strategic Cost Accounting.
- 2019 – present **Faculty for Complex Problem Solving**, Online MBA program. Develop and work with student groups on real world problems that international companies face to come up with localized solutions taking into account the culture, business industry and competitive landscaped. Have worked with companies in South Africa, Dubai, Barcelona, Madrid, Berlin and Lisbon.
- 2015-2019 **Financial Accounting Faculty**, UNC-Tsinghua University EMBA program
Teach Financial Accounting on the joint Executive MBA program administered by UNC Kenan-Flagler and Tsinghua University, Beijing.
- 2007-2011 **Assistant Professor of Accounting**, Kenan-Flagler Business School, University of North Carolina at Chapel Hill.
Teach Strategic Cost Accounting on the Evening Executive MBA Program and Weekend Executive MBA Program and Masters of Accounting Program. Responsible for developing a case-study based core curriculum course to introduce students to the basic concepts of managerial accounting and how to use these concepts in decision making.

- 2010-2012 **Adjunct Professor of Accounting**, Goethe Business School, University of Frankfurt, Germany. Taught Introduction to Financial Accounting on the residential MBA program.
- 2011 **Visiting Professor of Accounting**, INSEAD, Fontainebleau, France. Taught Managerial Accounting on the full-time MBA program.
- 2006-2007 **Instructor in Accounting**, Kenan-Flagler Business School, University of North Carolina at Chapel Hill
- 2004-2006 **Tutorial Fellow in Accounting**, London School of Economics, UK.
- 2002-2006 **Class Teacher:** London School of Economics, UK. Undergraduate Courses: Managerial Accounting and Information Economics
Postgraduate Courses: Corporate Financial Reporting and Management Accounting.
Summer School Teaching: Valuation and Securities Analysis, Financial Accounting, Management Accounting and Strategy.
Includes preparation of tutorials, teaching, marking and office hours.

Awards

- Teaching All Stars Award for being in the top 20% faculty – 2023, 2024
- Teaching Excellence Award 2023 voted Best Faculty across all courses by the Graduating class of MBA@UNC.
- Teaching Excellence Award 2018 voted Best Faculty across all courses by the Graduating class of MBA@UNC.
- Teaching Excellence Award 2016 – voted Best Faculty across all courses by the Graduating class of MBA@UNC.
- Teaching Excellence Award 2015 – voted Best Faculty across all courses by the Graduating class of MBA@UNC.
- Teaching Excellence Award 2013 – voted Best Faculty across all courses by the Graduating class of MBA@UNC.
- Team Faculty Award – Financial Accounting: Was presented with the best team award by the MBA@UNC program for fostering a team that went above and beyond in the program on measures such as technological innovation in the classroom, collaboration and student satisfaction(2012).
- Teaching Excellence Award, Goethe Full-time MBA program (2011).
- 2004-2006 Tutorial Fellow in Accounting
- 2005: Selected as one of 14 doctoral students to participate in the EAA Doctoral Colloquium
- 2002-2004 Doctoral Fellow in Accounting
- 2001-2002 Graduate Merit Award and the Graduate Support Scheme Award
- 1997-2001 Class of 1942 Scholarship and Tammy Zywiki Scholarship for outstanding female leader.

Consulting Experience

- **Duroflex, Bangalore, India:** Consulted with the No.1 exporter of mattresses in India on a number of Accounting topics including training executives on reading financial statements, understanding working capital management, financial statement analysis, incentive design and analysis on entering a new distribution channel.
- **2U Inc** – Developed a management training on how to use financial information for decision making in scenarios such as adding a new program, developing a new customer relationship and budgeting and forecasting.
- **Cheemo Leather Boutique, Mumbai, India:** Worked with the top management for a private luxury handbag retail firm on financial analysis, inventory management, incremental analysis and financial statement analysis.
- **EJ Kidd and Company:** Conducted an Activity Based Costing Analysis for the various divisions of the company to better understand the allocation of shared overhead costs to determine the profitability of the various divisions.

Research Interests

Information economics with a focus on incentive problems in organizations, especially on the tradability feature of certain compensation vehicles.

Research Papers

“The Value of Asymmetric Information created by Tradable Securities and its Implications for Disclosure,” submitted to The Accounting Review.

“The Economic Consequences of Private Information Acquisition in a Model where Employees are Compensated with Tradable Securities.”

Invited Presentations and Conferences

- October 2010, Great Lakes Institute of Management, India.
- November 2008, Baruch College, New York.
- April 2008, University of Texas at Austin Theory Conference, Austin
- January 2008, AAA Management Accounting Section Meeting, Long Beach.
- November 2007, University of Michigan.
- October 2007, Minnesota-Chicago Theory Conference, University of Minnesota.
- September 2007, Accounting Research Conference, University of Toronto.
- June 2007, Accounting Research Workshop, Fribourg.
- March 2007, Accounting Conference, University of Houston.
- October 2006, Chicago-Minnesota Theory Conference, University of Chicago.
- September 2006, UNC-DUKE Fall Camp.
- June 2006, EIASM Analytical Workshop in Accounting, Bergen.
- March 2006, HKUST, Hong Kong.
- February 2006, NHH Bergen, Norway.
- February 2006, University of North Carolina, UNC.
- February 2006, London Business School, London.
- January 2006, AAA Management Accounting Section mid-year meeting, Miami.
- June 2005, HKUST Summer Symposium, Hong Kong.
- May 2005, EAA Doctoral Colloquium and Annual Congress, Gothenburg.
- October 2004, EDEN Doctoral Seminar on Analytical Accounting Research, Brussels.

Invited Discussant

- December 2011, Indian School of Business, Hyderabad, India.
- January 2007, AAA Management Accounting Section mid year meeting, Fort Worth, Texas

Education

- 2007 **London School of Economics, London, UK. PhD in Accounting and Finance**
Thesis Title: The Economic Consequences of Compensating Employees with Tradable Securities and its Implications for Disclosure
- 2002 **London School of Economics, London, UK. MSc in Accounting and Finance**
Graduated with Distinction.
- 2001 **Grinnell College, Iowa, USA. BA in Economics and Religious Studies**
Graduated with Honors.