

## JENN (MADDEN) PUCCIA, CPA

Accounting and Information Systems  
Michigan State University - Eli Broad College of Business  
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### EDUCATION AND CERTIFICATION

**Michigan State University** East Lansing, Michigan  
Doctor of Philosophy, Accounting May 2024 (Expected)

**Texas A&M University** College Station, Texas  
Master of Science in Management Information Systems May 2015

**Texas A&M University** College Station, Texas  
Bachelor of Business Administration in Accounting, *Magna Cum Laude* May 2015

**Certified Public Accountant** October 2016 - Present

### RESEARCH INTERESTS

Audit, Internal Controls, Audit Regulation, Cybersecurity, Internal Audit, Goodwill

### WORKING PAPERS (\* denotes presentation by co-author)

“The Effect of Audit Committee Internal Audit Expertise on Financial Reporting and Operating Performance” (Dissertation)

- Committee: Chris Hogan (chair), Ken Bills, Musaib Ashraf, Leslie Papke (Professor, Department of Economics)
- Proposal defense scheduled for September 22, 2023

“Does the PCAOB’s Emphasis on Management Review Controls Improve Financial Reporting Decisions: Evidence from Goodwill Impairments” with K. Bills and C.E. Hogan

- **Status:** *Revising for resubmission at The Accounting Review*
- 2022 International Symposium on Audit Research (ISAR) (*Presenter*)
- 2022 Deloitte/University of Kansas Auditing Symposium (*Presenter*)
- 2021 Michigan State University (*Presenter*)

“Should Accountants Upskill? Evidence from Demand for Auditors with Cybersecurity Expertise” with M. Ashraf

- **Status:** *Revising*
- 2023 Virginia Tech Accounting Research Conference\*
- 2023 Concordia University\*

“Are Expanded Audit Reports Informative of Future Goodwill Impairment Beyond Observable Market Signals?” with K. Bills and C.E. Hogan

- **Status:** *Revising*
- 2023 Florida State University\*
- 2023 University at Buffalo\*

## WORK IN PROGRESS

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Bills, K., A. Fritz, and J. Puccia. 2022. Critical Audit Matters and Substitution.  
Data analysis in progress

## PRESENTATIONS

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2023 AAA Annual Meeting, Denver, Colorado (*discussant*)  
2023 AAA/Deloitte/J. Michael Cook Doctoral Consortium (*presenter*)  
2023 AAA Auditing Section Midyear Meeting, Austin, Texas (*discussant*)  
2022 Deloitte/University of Kansas Auditing Symposium, Lawrence, Kansas (*presenter*)  
2022 International Symposium on Audit Research (ISAR) (*presenter*)  
2022 AAA Auditing Section Midyear Meeting, Las Vegas, Nevada (*discussant*)

## ACADEMIC SERVICE

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2023 Ad Hoc Reviewer, *The Accounting Review*  
2023 Discussant, Reviewer, Moderator, AAA Annual Meeting  
2023 Discussant, Reviewer, Moderator, AAA Auditing Section Midyear Meeting  
2022 Discussant, Reviewer, AAA Auditing Section Midyear Meeting  
2022 Reviewer, AAA Annual Meeting  
2021 Reviewer, AAA Annual Meeting

## CONFERENCE PARTICIPATION

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2023 AAA Annual Meeting, Denver, Colorado  
2023 AAA Auditing Section Midyear Meeting, Austin, Texas  
2022 Deloitte/University of Kansas Auditing Symposium, Lawrence, Kansas  
2022 International Symposium on Audit Research (ISAR)  
2022 AAA Auditing Section Midyear Meeting & Doctorial Consortium, Las Vegas, Nevada  
2022 Midwest Accounting Research Conference, Iowa City, Iowa  
2022 University of Illinois Symposium on Audit Research & Doctorial Consortium, Champagne, Illinois  
2021 AAA Auditing Section Midyear Meeting & Doctorial Consortium, Virtual  
2021 Midwest Accounting Research Conference  
2020 AAA Auditing Section Midyear Meeting & Doctorial Consortium, Houston, Texas  
2020 University of Illinois Symposium on Audit Research & Doctorial Consortium

## TEACHING EXPERIENCE

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**Michigan State University**, Department of Accounting and Information Systems

ACC 300 Intermediate Financial Accounting I, Instructor

Instructor rating 4.8/5.0 (Spring 2023)

PIM 811 Financial Accounting Concepts for Executive MBA, Teaching Assistant

Summer 2021 (No ratings given)

Summer 2022 (No ratings given)

ACC 201 Principles of Financial Accounting, Teaching Assistant

Instructor rating 4.2/5.0 (Fall 2020); 4.5/5.0 (Spring 2021)

## ACADEMIC AND PROFESSIONAL EXPERIENCE

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**Michigan State University**

Teaching and Research Assistant

East Lansing, Michigan

2019 - Present

**Protiviti**

Senior Consultant, Internal Audit and Financial Advisory

Experienced Consultant, Internal Audit and Financial Advisory

Chicago, Illinois

July 2017 – June 2019

July 2016 – June 2017

**EY, Ernst & Young**

Risk Assurance Staff, Advisory

Dallas, Texas

July 2015 – June 2016

## HONORS AND AWARDS

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AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow

2023

Michigan State University Accounting Doctoral Program Scholarship

2019-2023

## PROFESSIONAL AFFILIATIONS

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Member, American Accounting Association

Member, AAA Audit Section