

**JOHN P. KEITHLEY**  
**Professor Emeritus of Accounting**  
**Saint Louis University**

**EDUCATION**

Ph.D., 1972, University of Missouri -Columbia.

Major Field: Accounting.

Dissertation Title: The Importance of Auditing Standards in the Development of Internal Auditing as a Professional Field.

M.A., 1966, University of Missouri -Columbia. Major: Accounting.

B.S.B.A., 1965, University of Missouri -Columbia. Major: Accounting.

**PROFESSIONAL/ACADEMIC EXPERIENCE**

St. Louis University: Assistant Professor, September 1968-July 1974; Associate Professor, July 1974-July 1980; Professor, July 1980-2014; Professor Emeritus, July 1, 2014 to present.

Tenure: July 1, 1974.

Date of hire: September 1, 1968.

Certified Public Accountant – State of Missouri (No. 4595)

**TEACHING INTERESTS**

Financial Reporting, accounting theory (with emphasis in income determination and valuation issues) social and professional applications of accounting, business ethics; strategic management accounting

**RESEARCH**

INTERESTS

Financial Reporting; Accounting and Social Responsibilities, Ethics in Accounting; Strategic Management Accounting

IN PROGRESS

"Multiple Valuation Models in Financial Reporting"

"The Evolution of Accounting for Business Combinations and Goodwill"

"A Perfect Storm – IFRS and Beyond"

## **PUBLICATIONS - Refereed**

"Does Limited Tenure of Internal Auditors Hamper Fraud Detection?" Business and Professional Ethics Journal . With Kay Carnes. Fall 1993, Vol. 12, No. 3, pp. 3-29.

"Carryback and Carryforward Inferences in Light of the Tax Reform Act of 1976," with Professor Joseph C. Meek, The CPA Journal, January 1978.

"Prohibition or Accountability: The Challenge of Foreign Payments," (co-author), Proceedings of the Southwest Meeting of the American Accounting Association, March 1977

"The Real Reason for LIFO," with Professor Joseph C. Meek, The National Public Accountant, February 1977

"Accounting Methods for Assessing Social Responsibility," with Dr. Phillip A. Stoeberl, Proceedings of the Midwest Conference of the American Institute of Decision Sciences, May 1976.

"Greater Professionalism Through Internal Auditing Standards," The Internal Auditor, July/August 1975.

"Improved Use of Exception Reporting," The Internal Auditor, May/June 1975.

Book review – The CPA Examination: Vol. I – Practice, Auditing and Theory and Vol. II. – Suggested Solutions, Anderson, John W. and Robert W. Lentilhow, The Accounting Review, October 1973.

## **OTHER PUBLICATIONS**

"Narrative PowerPoint Presentations," Newsletter of the Reinert Center for Teaching Excellence, Saint Louis University, November 2006.

"The Four C's of Teaching: What It Means to be a Faculty Member at SLU," SHAREHOLDER (The John Cook School of Business Magazine), 2003.

Editor, Proceedings of the Annual Conference of Emerson Electric Center for Business Ethics "Corporate Governance: The Need for a Long-Term Perspective," 1993;

Editor, Proceedings of the Annual Conference of Emerson Electric Center for Business Ethics, "Market Enforcement of Environmental Ethics," 1992

Editor, Proceedings of the Annual Conference of Emerson Electric Center for Business Ethics, "Proactive Business Ethics Strategies for the 1990's," 1991.

"Tax Reform or Tax Rubbish." St. Louis Business Journal . (July 14-20, 1986). p. 5A.

"The Impact of Inflation Accounting on Reported Profits," Realty and Investment, May 1974.

## **PAPERS PRESENTED**

“Essence of Strategic Management,” presented at the Shareholders and Directors Meeting of Cardinal Bancorp, August 13, 2001.

"Business Ethics Today: A State of Hope or Despair" presented at the Annual Convention of the Missouri Veterinary Medical Association, February 13, 1993.

"Strategic Management: A Mindset for Any Business" seminar at the Citizens National Bank of Greater St. Louis, November 17, 1992, St. Louis, MO.

"On the Merits of Teaching Business Ethics" presented at the Interdisciplinary Seminar Series of the School of Business, University of Missouri -St. Louis, November 13, 1992,

"Ethics and Accountants" presented to the Zeta Nu Chapter of Beta Alpha Psi, February 19, 1992, St. Louis, MO.

"Business Ethics and Strategic Management: A View of the Future" presented at the Ralston Purina Financial Conference, September 16, 1991, St. Louis, MO.

"Implications of the Anderson Committee Report" presented at the Missouri Practitioners & Educators Conference, Missouri Society of CPAs, June 15, 1987, Osage Beach, MO.

“The Dividends Received Deduction: Investment Applications for Operating Companies,” Annual Meeting of the Financial Management Association, October 1979.

## **PROFESSIONAL ACTIVITIES**

Attended the lecture presented by Barry C. Melancon (President and Chief Executive Officer of the AICPA). His topic was, “Impact of the Changing Business Environment on the CPA Profession.” March 2013.

Attended the lecture presented by Sir David Tweedie (outgoing Chairman of the International Accounting Standards Board. His topic was, “Will the Global Accounting Experiment Succeed or Fail?,” April 2012.

Attended Business Week Keynote address by John Mozeliak – Senior VP & General Manager, Saint Louis Cardinals, “Leadership Lessons During a Career,” February 13, 2012.

Attended paper presentation, “Challenges and Opportunities Facing Financial Reporting in the U.S. and Globally,” Robert H. Herz (outgoing Chairman of the FASB), Nov. 11, 2010.

Attended paper presentation, “Determinants and Consequences of Earnings Disclosure Readability,” Michele D. Meckfessel, Dec. 7, 2010

Attended paper presentation, "The Consequences of Disclosure Regulation: Evidence from Regulation G," Robert J. Pawlewicz, Dec. 17, 2010

Director of Learning and Development – Consultant basis for RubinBrown, LLP, a regional CPA firm headquartered in St. Louis (September 1, 2008 to March 2009).  
Responsibilities included development and coordination of continuing education efforts throughout the firm. Relationship continues on an ad hoc basis.

***Regular moderator and discussant for the bi-annual KPMG Audit Committee Roundtable Sessions – St. Louis office, 2003 to present.***

Attended KPMG Midwest Faculty Symposium, June 26 – 27, 2008

Often attend the annual meeting of the American Accounting Association

Participate on an annual basis as discussant and meeting facilitator for the annual, Strategic Planning Conference of Cardinal Bancorp (Innsbrook, MO).

Attended the PriceWaterhouseCoopers, "University for Faculty," July 2006.

During the summers of 2005 & 2006, attended a one-week professional development course, "Reinventing PowerPoint," sponsored by the Reinert Center for Teaching Excellence, Saint Louis University.

Attended KPMG Midwest Faculty Symposium, June 22 – 23, 2005 & Fall 2004.

Attended 8 hour MSCPA Continuing Education Program, "Accounting & Auditing: Current Developments," August 18, 2004 in St. Louis.

Attended the Arthur Andersen & Co., SC Business Ethics Coordinators Workshop and participated on a panel discussing "Designing Faculty Workshops on Business Ethics," St. Charles, IL, July 8 -10, 1992.

Developed and participated in numerous executive development seminars in the areas of accounting and financial management for major business firms including CONALCO Inc., Monsanto, Mercantile Bankcorp, SBC Communications, Inc., Grace & Co. Cardinal Bancorp, and RBG & Company (1978-present).

Business consultant to small clients in the St. Louis area (1975-present).

Board of Directors, Hazel, Inc., Washington, Missouri (1982-1986).

## **PROFESSIONAL MEMBERSHIPS**

Academy of Accounting Historians

Alpha Kappa Psi (1963 -present, Life Member)

Alpha Sigma Nu (1990-present)

American Accounting Association (1970 -present)

Association of Jesuit Colleges and Universities, Business Deans (1981 -1985;

Secretary-Treasurer and Vice President 1983 -1985)

Beta Alpha Psi, Charter Member, Zeta Nu Chapter, Saint Louis University (1982 -present)  
Beta Gamma Sigma (1964 -present)  
Institute of Internal Auditors (1970 - 1997)  
Institute of Management Accountants  
Missouri Association of Accounting Educators (1970 -present)  
Missouri Society of CPAs -Certified Public Accountant not in public practice (1975  
-present)

## **SERVICE**

### UNIVERSITY

***Coordinator, Vasquez – Wuller Lecture Series in Accounting, 2010 – 2014.***

During the Fall 2010 semester I led the effort to establish a distinguished guest lecture series in accounting. These efforts culminated with the inaugural lecture on November 11, 2010 presented by Robert H. Herz (outgoing Chairman of the FASB). His topic was, “Challenges and Opportunities Facing Financial Reporting in the U.S. and Globally.” The second lecture in this series was presented in April 2012 by Sir David Tweedie (outgoing Chairman of the International Accounting Standards Board. His topic was, “Will the Global Accounting Experiment Succeed or Fail?” The third lecture was presented by Barry C. Melancon (President and Chief Executive Officer of the AICPA) in March 2013. His topic was, “Impact of the Changing Business Environment on the CPA Profession.” ***I consider this lecture series to be a signature event for the Accounting Department and the John Cook School of Business.***

Chairperson, Accounting Department Task Force – Integration of IFRS in the Accounting Curriculum, January 2009 – 2010.

Worked actively with JCSB and SLU Career Services personnel to establish and maintain a, "Career Fair" for Accounting Majors," February 2008 - Present. This has become a major recruiting event for all firms and organizations looking to hire our students.

Annual participation in the Executive Masters in International Business Program teaching a course on Financial and Managerial Accounting Topics.

***Member, Rank and Tenure Committee, John Cook School of Business, 1987-1992 & 1996-2012.***

Member, Technology Committee, John Cook School of Business, 2007 – 2010.

Member, Task Force for Faculty Teaching Excellence Award, John Cook School of Business, 2007 – 2010.

Member, University Task Force on Student Retention, Fall 2007.

Member, Planning Committee for the Accounting Department’s “Meet the Firms” night and served as Masters of Ceremonies for the event, 2004 – present.

Moderator, Accounting Scholars Program, 2006 – 2012

In January of 2005 (at the request of the University Provost), served as the Chairman of an *ad hoc* Audit Committee related to an NIGMS/NIH grant. This activity required extensive work including numerous meetings and interviews of individuals involved in the investigation.

Chairman, Accounting Department Task Force to develop Mission Statements as part of the process of attaining separate Accounting Accreditation, 2005 – 2009.

Faculty mentor for Price WaterhouseCoopers XAct Student Case competition, 2004, 2005, 2007 & 2008, 2009 & 2011.

Advisory Board of the Reinert Center for Teaching Excellence, Saint Louis University, 2003 – 2012. Member of the Mentoring Committee.

Ad hoc task force, John Cook School of Business, formed to explore changes in the Professional MBA Program, 2004. This resulted in a SIGNIFICANT revision of the curriculum requirements of the program.

Member, Search Committee for Dean, John Cook School of Business, Saint Louis University, 2002-2003.

Acting Chairman, Department of Accounting, Fall 2001

Ph.D. Dissertation Committee for Marcia Countryman (1999)

Ph.D. Dissertation Committee for Karen Tabak (1997)

Ph.D. Dissertation Committee for Janet Gillespie (1996)

Ph.D. Dissertation Committee for Bonnie Moe (1996)

Ph.D. Dissertation Committee for Brian Nagle (1993)

Ph.D. Dissertation Committee for Kay Carnes (1991)

Ph.D. Dissertation Committee for Jack Elfrink (1987)

Department of Accounting Curriculum Committee (1994-1996)

Department of Accounting Graduate Curriculum Committee (1986-1988; Chairman 1987-1988).

School of Business and Administration Long-Term Planning Committee (1985 -1988).

Member, University Board of Graduate Studies (1988-1994).

Faculty Affiliate for Reinert Hall, 2nd Floor (1994-1996)

***Director of Emerson Electric Center for Business Ethics (July 1, 1991 through December 31, 1993).***

Faculty representative-at-large to the Executive Committee of the Faculty Assembly of the School of Business and Administration (1986-1989).

Coordinator, Department of Accounting C.P.A. Review Course (1986-1987).

Department of Accounting Graduate Academic Review Committee (1985-1987, Chairman 1986-1987).

***Dean, School of Business and Administration (1981-1985).*** Responsible for overall operation of the school including budget administration, development of academic programs, management of faculty, coordination with other areas of the University, external relations including fund raising, student recruiting, and alumni. During this period, Davis-Shaughnessy Hall was completely renovated with significant reallocation of spaces, improved HVAC, etc.

Supervision of approximately two student interns each semester in which the Department of Accounting Internship Program is offered.

## COMMUNITY

Active participant in fundraising for the St. Louis Walk for Autism Research, 2006 – present

Active member of Our Lady of the Pillar Parish (St. Louis county), involved in liturgical roles and assisting in internal control of regular and special parish collections.

Member, Parents' Committee, Capital Fund-raising Campaign, Ursuline Academy, St. Louis, 2005-2006.

Member of a Merit Selection Panel to select nominees for a Federal Magistrate Judge in the Eastern District of Missouri, 2001.

Member of the School Board and Finance Committee at Ursuline Academy, Kirkwood, Missouri; Vice-Chairman of School Board (1994-1995); Chairman of School Board (1995-1996).

Accreditation Visitation Team, Cor Jesu Academy, Saint Louis University (November 1985).

Board of Directors, Newtown/St. Louis, Inc., a community organization dedicated to the redevelopment of the Midtown area of the City of St. Louis (1981-1984).

## **GRANTS, HONORS AND AWARDS**

Outstanding Teacher Award, EMIB Program 2012-2013

Outstanding Teacher Award, Beta Alpha Psi 2011-2012

Outstanding Teacher Award, Beta Gamma Sigma, 2011-2012

35 year Membership Award – Missouri Society of CPAs, 2010

Outstanding Teacher Award, EMIB Program, 2009-2010

Outstanding Teacher Award, EMIB Program, 2007-2008

Outstanding Teacher Award, Beta Alpha Psi, 2007

Outstanding Graduate Teacher, Beta Gamma Sigma, 2005

Pedagogy Enhancement Grant, John Cook School of Business, Saint Louis University, Summer 2006.

Outstanding Teacher Award, Beta Alpha Psi, 2005

Ernst & Young Teaching Excellence Award, Summer 2003

Outstanding Undergraduate Teacher, Beta Gamma Sigma, 2003

Outstanding Teacher Award, EMIB Program, 2002-2003

Outstanding Teacher Award, EMIB Program, 2001-2002

Sabbatical Leave, Spring 2002 semester, “Integration of Technology in Teaching.”

Outstanding Teacher Award, Beta Alpha Psi, 2001

Thomas M. Knapp, S.J. Memorial Faculty Member of the Year Award, 2000, Saint Louis University Business & Administration Alumni Association

Outstanding Teacher Award, Beta Alpha Psi, 1999

Summer Faculty Internship, co-sponsored by School of Business and Administration and Monsanto Company, 1997.

Outstanding Teacher Award, Beta Alpha Psi, 1995

Nominated for 1994 & 1995 MSCPA Outstanding Educator Award.

Outstanding Teacher Award, Beta Gamma Sigma, 1978

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