

PROMOTION RECOMMENDATION  
University of Michigan-Flint  
School of Management

Jacob Chienchung Peng, assistant professor of accounting, School of Management, is recommended for promotion to associate professor of accounting, with tenure, School of Management.

Academic Degrees:

Ph.D.	2005	Texas Tech University, Lubbock, Texas
M.S.	1999	University of Illinois at Urbana-Champaign, Illinois
B.A.	1995	Tunghai University, Taichung, Taiwan

Professional Record:

2005 – Present	Assistant Professor of Accounting, School of Management, University of Michigan-Flint
2002 – 2005	Graduate Student Instructor, Texas Tech University, Lubbock, Texas
2000 – 2001	Lecturer, Tunghai University, Taichung, Taiwan
1999 – 2001	Lecturer, Taiwan Adventist College, Nantou, Taiwan
2000 – 2001	Research Assistant, National Science Council, Taipei, Taiwan

Summary of Evaluation:

Teaching – Professor Peng is a superb teacher with expertise in accounting information systems and principles of accounting. He cares deeply about his students and their learning experiences. Professor Peng routinely seeks ways to improve his teaching effectiveness by utilizing strategies such as attending pedagogically focused conferences, workshops, webinars, and similar professional development activities and programs. He has contributed significantly to the School's priority of further enhancing international education by developing and leading study abroad programs.

Research – Professor Peng's primary area of research is accounting information systems with a focus on application of technologies and their behavioral impacts on human information processing. External reviewers praise the quality of his scholarly work. His scholarly work on a new financial reporting requirement (XBRL) by the Securities and Exchange Commission coincides with his teaching area and has led to the development of an XBRL case. Professor Peng has published six refereed journal articles, three refereed conference proceedings, and one paper in an editorially-reviewed journal since joining the University of Michigan-Flint in 2005.

Recent Significant Publications:

Jory, R., Peng, J., and Ford, C. "The Wealth Effects of Investing in Information Technology: The Case of Sarbanes-Oxley Section 404 Compliance." *Review of Accounting and Finance*, Volume 9(3), 285-305 (2010).

- Peng, J. and Chang, J. "Applying XBRL in an Accounting Information System Design Using the REA Approach: An Instructional Case." *Accounting Perspectives*, Volume 9(1), 55-78 (2010).
- Peng, J. and Miranda-Lopez, J. "National Culture and Trust on Satisfaction in Synchronous Collaborative Decisions." *Journal of Business and Behavioral Sciences*, Volume 20(1), 98-108 (2009).
- Peng, J. "Using an Online Homework System to Submit Accounting Homework: Role of Cognitive Need, Computer Efficacy and Perception." *Journal of Education for Business*, Volume 84(5), 263-268 (2009).
- Peng, J., Viator, R., and Buchheit, S. "An Experimental Study of Multidimensional Hierarchical Accounting Data: Drill-Down Paths Can Influence Economic Decisions." *Journal of Information Systems*, Volume 21(2), 69-86 (2007).
- Chang, C. J., and Peng, J. "Accounting is Not Business Language – A Recollection of REA-25 Conference" (in Chinese). *Accounting Research Monthly*, Volume 262, 32-35 (2007).
- Peng, J., Jory, S., and Ford, C. "The Wealth Effects of Investing in Information Technology: The Case of Sarbanes-Oxley Section 404." *Proceedings of the 2009 American Accounting Association Annual Meeting*, 2009.
- Peng, J. and Ford, C. "The Relationship Between Student Individual Differences and Effort to Do Homework Using Online Homework System." *Proceedings of the American Accounting Association 48<sup>th</sup> Midwest Regional Meeting*, 2008.
- Peng, J., Viator, R., and Buchheit, S. (2006). "Economic Judgment Errors in Business Performance Evaluations Utilizing Online Multidimensional Analysis." *Proceedings of the 2006 American Accounting Association Annual Meeting*, 2006.

Service – Professor Peng's service record is quite strong. In addition to serving in a variety of School and University committees, he has served as the president of Beta Gamma Sigma University of Michigan-Flint Chapter and as the faculty advisor to the School of Management Business Club from 2007 to 2009. His service to his profession is equally impressive, having served as an ad hoc reviewer for several scholarly journals.

#### External Reviewers:

Reviewer (A):

"Of his five articles, Dr. Peng's 2007 publication in *Journal of Information Systems (JIS)* is most noteworthy, and where the rigor and quality of implementation is significant and outstanding."

Reviewer (B):

"I believe that Dr. Peng has exceeded the institutional research expectations. The quantity and quality of his research is certainly more than enough to get tenure at similar institutions. I also think his work in human information processing will have a lasting scholarly impact."

Reviewer (C):

"...His productivity is consistent with others at teacher-scholar institutions for promotion to associate professor. I also infer that he must be a good co-author to work with, because he has collaborated with several colleagues and can obviously do the research himself as he has a single authored paper."

Reviewer (D):

"Dr. Peng's article entitled 'Applying XBRL in an Accounting Information System Design Using the REA Approach: An Instructional Case' provides timely, practical meaningful learning activities that educators can use to aid students in grasping the complexity of XBRL."

Reviewer (E):

"On a positive note, I find Dr. Peng's record of 9 authored and co-authored papers presented at refereed conferences both productive and promising. Presentations at conferences are important for providing venues for discussion of the scholar's creative ability and thought processes. In addition, he has three working papers in progress."

Reviewer (F):

"...With these presentations and publications, he has contributed to the discipline of AIS/MIS as well as to practice and education. I consider his publications to be quite exemplary for a junior accounting academic at a non-research one institution."

Summary of Recommendation:

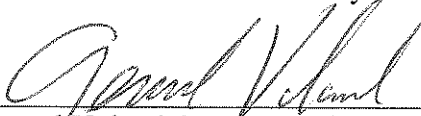
Professor Peng is a superb teacher and a solid scholar with a highly satisfactory record of service. Jacob Chienchung Peng is enthusiastically recommended to the rank of associate professor of accounting, with tenure, School of Management.

Recommended by:



Vahid Lotfi, Acting Dean  
School of Management

Recommendation endorsed by:



Gerard Voland, Provost and  
Vice Chancellor for Academic Affairs



Ruth J. Person, Chancellor  
University of Michigan-Flint

May 2011