

George W. Ruch, PhD

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EDUCATION

2015	Ph.D. (Accounting), University of Alabama
2007	M.Acc., University of Alabama
2006	B.S. (Accounting), University of Alabama (<i>summa cum laude</i>)

ACADEMIC AND PROFESSIONAL EXPERIENCE

2019-present	Assistant Professor of Accounting, University of Denver
2015-2019	Assistant Professor of Accounting, University of Oklahoma
2010-2015	Graduate Assistant, University of Alabama
2007-2010	Deloitte & Touche, LLP, Birmingham, AL – Auditor
2006-2007	Graduate Assistant, University of Alabama

INTERESTS

Research: Financial accounting (archival)
Teaching: Financial accounting

RESEARCH ACTIVITY

Refereed Publications

Hill, M. & **Ruch, G.** (2019) Financial Reporting for Employee Stock Options: The Importance of Differentiating Compensation from Proceeds. *Journal of Financial Reporting*, 4 (1), 93-116.

Buchheit, S., Reitenga, A., **Ruch, G.**, & Street, D. (2019) Are CFOs Effective Operators? An Empirical Analysis of CFO / COO Duality. *Journal of Management Accounting Research*, 31 (2), 37-58.

Hill, M., **Ruch, G.**, & Taylor, G. (2019) Research and Development Expense and Analyst Forecast Errors: An Underestimation of Sales or Overestimation of Expenses? *Journal of Accounting, Auditing, and Finance*, 34 (4), 667-684.

Baker, T., Lopez, T., Reitenga, A., & **Ruch, G.** (2019) The Influence of CEO and CFO Power on Accrual and Real Earnings Management. *Review of Quantitative Finance and Accounting*, 52 (1), 325-345.

Ruch, G. & Taylor, G. (2015). Accounting Conservatism: A Review of the Literature. *Journal of Accounting Literature*, 34, 17-38.

Research in Progress

“An Alternative Approach to Distinguishing Liabilities from Equity” (with Mary Hill and Richard Price)

“Financial Reporting Alternatives for Stock Repurchases” (with Mary Hill and Richard Price)

“Distinguishing Paid-in Capital from Earned capital: Implications for Financial Risk” (with Mary Hill and Richard Price)

RESEARCH PRESENTATIONS (*Presented by co-author)

“Financial Reporting Alternatives for Stock Repurchases”
Oklahoma State University, December 2018*
University of Alabama Research Colloquium, February 2019*
University of North Texas Accounting Research Conference, March 2019*
EAA Annual Congress (Paphos, Cyprus), May 2019*

“Should Firms Report Shareholder Payouts as Expenses?”
University of Alabama Research Colloquium, February 2018

“An Alternative Approach to Distinguishing Liabilities from Equity”
George Mason University, September 2017*
BYU Accounting Research Symposium, October 2017
University of Alabama Research Colloquium, February 2018*
Florida State University, March 2018*
EAA Annual Congress (Milan, Italy), June 2018
Colorado State University, October 2018
University of Denver, November 2018

“Financial Reporting for Employee Stock Options: The Importance of Differentiating Compensation from Proceeds”
Hawaii Accounting Research Conference, January 2018*

“Are CFOs Effective Operators? An Empirical Analysis of CFO / COO Duality”
AAA Southeast Region Meeting (Atlanta, GA), April 2016*
AAA Annual Meeting (New York, NY), August 2016*

“Reexamining Conditional Conservatism”
Ball State University, October 2014
Georgia State University, January 2015

University of Oklahoma, January 2015

“Accounting Conservatism and the Anticipation of Future Cash Flows”
AAA Southeast Region Meeting (Nashville, TN), April 2013

TEACHING EXPERIENCE (Scores reflect average overall instructor evaluation)

University of Denver:

Intermediate Accounting I (Undergraduate) – Scheduled (Fall 2019)
Intermediate Accounting I (MAcc) – Scheduled (Fall 2019)

University of Oklahoma:

Intermediate Accounting II – 12 sections (4.55/5.00)
Financial Accounting (MBA) – 2 sections (4.54/5.00)

University of Alabama (doctoral student):

Intermediate Accounting II – 3 sections (4.50/5.00)
Intermediate Accounting I – 1 section (4.68/5.00)
Introduction to Accounting – 6 sections (4.05/5.00)

SERVICE

Conference reviewer

2020 AAA FARS Midyear Meeting
2018 AAA Annual Meeting
2018 Hawaii Accounting Research Conference
2017 AAA FARS Midyear Meeting
2014 AAA Annual Meeting

Conference discussant

2017 AAA FARS Midyear Meeting
2014 AAA Annual Meeting

University of Oklahoma

Workshop coordinator
Undergraduate Curriculum Committee (Financial Accounting Subcommittee)
Committee on Journal Rankings
Steed School of Accounting Board of Advisors Finance Committee

PROFESSIONAL CERTIFICATIONS

Certified Public Accountant, Alabama (Inactive)