

# PEPPERDINE UNIVERSITY

## Graziadio School of Business and Management

### ANDREAS SIMON, Ph.D.

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#### PROFESSOR OF ACCOUNTING

Dr. Andreas Simon, assistant professor of accounting, is an expert on financial statement analysis, earnings forecasting, and accounting-based equity valuation. His research on the equity pricing effects of security analysts' earnings forecasts has appeared in leading academic and practitioner journals including *The Journal of Business, Finance & Accounting*, *The Journal of International Accounting Research*, and *Tax Notes*. Prior to joining Pepperdine University, Professor Simon served as accounting faculty at the Orfalea College of Business, California Polytechnic State University – San Luis Obispo, where he was recognized for excellence in teaching and awarded the Ernst & Young Outstanding Educator Award and Eugene O'Conner Professional Growth Grant. Dr. Simon was also a visiting professor at the Paul Merage School, UC Irvine and ESADE Business School where he taught accounting to MBA students. Professor Simon previously worked as financial analyst for Landesbank Holding AG and as associate in business advisory for PriceWaterhouseCoopers in Germany. During the last several years, Dr. Simon has consulted on issues related to the validity and reliability of the earnings, cash flow, and financial position reported by public companies, and the valuation of start-up companies. Dr. Simon received his Ph.D. in accounting from The University of Queensland, Australia and his B.A. in accounting and finance from the University of Applied Sciences – Berlin, Germany. He also received postdoctoral training in accounting research at the Ross School of Business, the University of Michigan and at the UCLA's Anderson School of Management.

#### ACADEMIC EXPERIENCE

##### Full appointments

**Pepperdine University**, Graziadio School of Business and Management, Los Angeles, CA **Summer 2012**  
Assistant Professor, Accounting

- *Graduate*: MBA Accounting Information and Control systems (in-class and online), Financial Accounting, Accounting for Multi-national enterprises

**California Polytechnic State University, San Luis Obispo**, Orfalea Business College **Spring 2008**  
Assistant Professor, Accounting

- *Undergraduate*: Introductory-, Intermediate -, and Advanced Financial Accounting
- *Graduate*: Masters of Accounting: Financial statement analysis and business valuation, MBA: Financial and managerial accounting, and Current accounting issues.

##### Visiting appointments

**University of California, Irvine**, Paul Merage School of Business **Summer 2010/11/12**  
Visiting Professor, Accounting

- Taught MBA core financial accounting course in the fully-employed MBA program

**ESADE Business School**, Barcelona, Spain **Fall 2009/10/11**  
Visiting Professor, Accounting

- Taught part of MBA core financial accounting course in the full-time MBA program; lectures on business combinations, stock compensation, & differences between US-GAAP and IFRS

**Westmont College**, Department of Business and Economics **Winter 2011**  
Visiting Professor

- Taught undergraduate course on Business research and forecasting

**University of California, Los Angeles**, Anderson School of Management **Winter 2008**  
Visiting Scholar, Accounting

- Audited MBA elective on financial reporting issues and conducted research on earnings forecasts with Prof. Trueman

**The University of Michigan**, Stephen M. Ross School of Business **Fall 2007**  
Visiting Scholar, Accounting

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- Taught introductory accounting at the Masters level for non-business majors and conducted research on equity valuation with Prof. Lundholm

**The University of Queensland, UQ Business School (AACSB), Brisbane, Australia**  
Graduate Assistant

**2003-07**

- Taught courses in financial accounting, auditing and managerial accounting

### PROFESSIONAL EXPERIENCE

**Simon Consulting** – Santa Barbara, CA

**2009 - current**

Consultant for Business Valuation, Accounting Policy and Litigation Support

- In the process of obtaining Certified Public Accounting (CPA) accreditation and Certified Business Analyst (CVA) accreditation

**McGraw-Hill, Irwin**

**2010**

Consultant

- Developed LearnSmart (adaptive learning system) for accounting courses

**PricewaterhouseCoopers - Deutsche Revision AG** - Berlin, Germany

**11/2002 - 03/2003**

*Associate in Assurance and Business Advisory Services - Financial Services*

- Participated in a number of annual audits of service companies in the fields of EDP, investment and real estate; in charge of balance sheet items 10 billion +
- Performed credit checks of a savings bank, evaluated securities, and determined ratings and valuation adjustments
- Dealt with common audit fields of credit institutions but also with legal responsibilities of supervision in regard to the credit law, as well as engagement checks
- Identified \$10 million of valuation write-offs and consulted with audit partners to rectify and accurately depict actual balance sheet item

**Landesbank Berlin** - Berlin, Germany

**01/1996 - 02/2002**

*Certified Financial Analyst*

- Consulted corporate and private clients with investments, mortgages, loans, and insurances
- Initiated weekly meetings with equity research department to provide enhanced intra-departmental communication resulting in more precise client asset allocations
- Undertook quality assessment- and sales training, and worked under considerable pressure to deliver the required volume and quality
- Performed market research on the Euro introduction, and expedited customer investment strategies
- Supervised staff and coordinated workflows

### EDUCATION

**The University of Queensland, UQ Business School** – Brisbane, Australia

**March 2008**

*Doctor of Philosophy (Accounting)*

- Dissertation: “Essays on Long-term earnings growth forecasts”

**The University of California, Los Angeles, Anderson School of Management** - LA, CA, USA

**Winter 2008**

*Visiting scholar*

**The University of Michigan, Stephen M. Ross School of Business** - Ann Arbor, MI, USA

**Winter/Fall 2007**

*Visiting scholar*

**The University of Applied Sciences (FHTW)** - Berlin, Germany

**Apr 1999 – Jul 2003**

*Diplom-Kaufmann (FH) (German graduate degree)*

- Major: Finance and Accounting
- Thesis: “The Reporting of Financial Instruments focusing on Hedge Accounting under IFRS 39”

**Study abroad towards Diplom of Business Administration**

- *University of California, Santa Barbara (UCSB)* - Santa Barbara, CA, US

**Feb – Oct 2002**

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• Queensland University of Technology (QUT) - Brisbane, QLD, Australia

Feb – Sep 2001

### RESAERCH

#### Published Papers:

**Simon, A.** and A. Curtis. 2011. The Use of Earnings Forecasts in Stock Recommendations: Are Accurate Analysts More Consistent? *Journal of Business Finance & Accounting*, Vol. 38 (1, 2)

Nowland, J. and **A. Simon**. 2010. The Effect of a Change in Analyst Composition on Analyst Forecast Accuracy: Evidence from US Cross-listings. *Journal of International Accounting Research*, Vol. 9, No. 1

Mock, R. and **A. Simon**. 2010. Permanently Reinvested Earnings: Priceless. *Australian Tax Forum*, Vol. 25; *Tax Notes* Vol. 121. No. 7 (November 17, 2008 original publication)

Mock, R. and **A. Simon**. 2009. The LIFO, IFRS Conversion: An Explosive Concoction. *Tax Notes*. Vol. 123. No. 6

#### Papers Under Review:

Nowland, J. and **A. Simon**. 2010. Analysts' Long-term Growth Forecasts and Stock Recommendations? 2<sup>nd</sup> round revision: *Accounting and Finance*

Brailsford, T., D. Marchesi, **A. Simon**, and I. Tutticci. 2009. The Determinants of Shares Repurchase Decisions in Market Buybacks. 2<sup>nd</sup> round revision: *Journal of Contemporary Accounting and Economics*

Konchichiki, Y., **A. Simon**, and KR Subramanyam. 2012. Would You Bet Your Savings On Today's Best Analysts? AAA FARS 2010 Paper, 1<sup>st</sup> round review: *Financial Analyst Journal*

#### Papers In Progress:

Clarkson, P., A. Nekrasov, **A. Simon**, and I. Tutticci. 2012. What Influences Analysts' Target Prices?

J. B. Kim, A. Nekrasov, **A. Simon**, and P. Shroff, 2012. Inconsistency in Analysts' Outputs due to the Effect of Accounting Conservatism: Earnings Forecasts vs. Target Prices.

Brochet, F., Faurel, L., Haight, T. and **A. Simon**, 2012. The Effect of Firms' Announcements of Organic vs. Acquired Growth on Analysts' Long-term Earnings Growth Forecasts.

### PROFESSIONAL GROWTH and SERVICE & GRANTS and AWARDS

#### Research presentations:

2012: American Accounting Association Annual Meeting

2011: AAA Western Conference, AAA Annual Conference, Pepperdine University

2010: Financial Accounting Research Section Meetings (FARS), AAA Annual Conference, Loyola Marymount University

2009: ESADE Business School, Barcelona, Spain, Bocconi Business School, Milan, Italy, AAA Western Conference, AFAANZ, Asian FA, AAA Annual Conference, Australian School of Business, University of New South Wales, Sydney, Australia

2008: Pepperdine University, AAA Western Conference, The University of Utah, Cal Poly State University Faculty Seminar

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## Graziadio School of Business and Management

2007: AAA International Section, University of Southern Queensland Workshop seminar, University of Technology Sydney Research Summer School, UQ Business School Research Symposium, San Diego State University, University of Michigan Brownbag Series, California State Uni Fullerton

2006: AFAANZ Conference, UQ Business School Research Symposium

2005: AFAANZ Doctoral Colloquium, FIRN Doctoral Tutorial, UQ Business School Research Symposium

### **Discussant and review activities**

2011: Discussant Western AAA conference, Ad-hoc Reviewer for The Accounting Review, Reviewer for Financial Accounting Research Section Meetings (FARS) meeting

2010: Ad-hoc Reviewer for Australian Journal of Management, AAA Mid-Western Conference

2009: Ad-hoc Reviewer for Accounting and Finance, Asian FA Conference, AFAANZ Conference, AAA Western Conference; Discussant: Asian FA Conference, AFAANZ Conference

2006: Discussant: AFAANZ Conference

2005: Discussant: AFAANZ Conference, AFAANZ Doctoral colloquium

### **Administration**

2008/11: Accounting Seminar coordinator, Orfalea College of Business

2005/07: President of the Ph.D. Research Higher Degree Association, UQ Business School, Student representative at the UQ Business School Research Committee

2004/11: Member of Accounting and Finance Association of Australia and New Zealand (AFAANZ), American Accounting Association (AAA)

### **Professional meetings attended**

2011: KPMG Faculty Symposium, UCLA Accounting Seminar Series

2010: UCLA Accounting Seminar Series, UC Irvine Accounting Seminar Series

2009: New Faculty Consortium, Leesburg, VA, FARS Conference, New Orleans, LA, USC Leventhal School of Accounting Research Forum, UCLA Accounting Seminar Series

2008: FARS Conference, Phoenix, AZ, Western AAA Regional Meeting, San Francisco, CA, AAA Annual Meetings, Anaheim, CA, USC Leventhal School of Accounting Research Forum, UCLA Accounting Seminar Series, KPMG Faculty Symposium

2007: AAA New Scholar Session, Chicago, IL (discussant: Beverly Walthers), UTS Summer Research School, Sydney (presenter: Robert Verrecchia), University of Michigan Accounting Seminars

2006: UTS "Earnings growth and value" Research workshop (presenter: James Ohlson), FIRN "Analyst Information" symposium (presenter: Orié Barron), AFAANZ Annual Conference (Wellington, New Zealand), AGSM Finance and Accounting Research camp, FIRN "Employee Stock Option" symposium (presenter: Steve Huddart), UTS Research School, Sydney (presenter: Mary Barth)

2005: FIRN Doctoral Tutorial, Sydney, AFAANZ Annual Conference and AFAANZ Doctoral Colloquium – PhD Fellow (Melbourne), UTS Summer Research School (Sydney) (presenter: J. Francis and K. Schipper), FARS Midyear Meeting and Doctoral Consortium (San Diego, CA), APJAE Doctoral Consortium and Symposium (Guangzhou, China)

2004: AFAANZ Annual Conference and AFAANZ Doctoral Consortium– Ph.D. Fellow (Alice Springs), UTS Research workshop (presenter: Gordon Richardson)

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### Grants and awards

- 2011: Eugene O'Connor Professional Development Grant; California State Faculty Support Grant
- 2010: Orfalea College of Business, California Polytechnic State University Summer Research Grant  
Ernst & Young, Outstanding Educator Award; California State Faculty Support Grant
- 2009: Orfalea College of Business, California Polytechnic State University Summer Research Grant  
California State Faculty Support Grant
- 2008: Orfalea College of Business, California Polytechnic State University Faculty Research Grant
- 2007: University of Queensland Research Travel Grant (GSRTG)
- 2006: University of Queensland Confirmation Scholarship (UQCS), UQ Business School Research Scholarship,  
Financial Integrity Research Network Symposium Ph.D. Fellow
- 2005: Financial Integrity Research Network Ph.D. Consortium Fellow, AFAANZ Ph.D. Colloquium Fellow,  
APJAE Doctoral Consortium Fellow, UQ Business School Tuition Scholarship
- 2004: AFAANZ Ph.D. Consortium Fellow, UQ Business School Tuition Scholarship
- 2003: PriceWaterhouseCoopers Accounting Thesis Fellowship recipient