

DREXEL UNIVERSITY AND INSTITUTE
OF MANAGEMENT ACCOUNTANTS
(IMA) GREATER PHILADELPHIA
CHAPTER
CPE CONFERENCE

October 11, 2019



The Association of
Accountants and
Financial Professionals
in Business



DREXEL UNIVERSITY
LeBow
College of Business
Department of Accounting

Speakers/Sessions

Morning Program: 8:00 a.m. – 12:15 p.m.

Tax Update

Anthony P. Curatola, Ph.D.

Dr. Curatola joined the faculty of Drexel University as the Joseph F. Ford Professor of Accounting in 1989. In addition to his academic position, he serves as the coordinator of the accounting doctoral program. He is the Editor of the Tax Column for Strategic Finance since 1992 and has served as the editor of the Journal of Legal Tax Research. He has been called on to provide information to the House Judiciary Committee concerning the source tax law, and he is a regular contributor to numerous academic and professional journals.



**Anthony P. Curatola,
Ph.D.**

**Professor of
Accounting, LeBow
College of Business,
Drexel University**

The Key Metrics to Measure the ROI of Social Media

Gaurav Mendiratta, Founder & CEO of SocioSquares



***Gaurav Mendiratta,
Founder & CEO of
SocioSquares***

Social Media has changed the way brands use the Internet. From generating new business leads and building the brand through word of mouth marketing to managing customer relations, social media today plays a critical role in several aspects of most businesses. This cross-pollination in various parts of a business makes it difficult to account for the value social media adds to the business and hence plan the financial investment required. In this session, we will discuss what traditional marketing metrics and the other internet marketing metrics apply to social media and learn a framework to use to measure the ROI of Social Media.

Gaurav Mendiratta (Rav), 38, is the Founder & CEO of SocioSquares, a boutique Digital Marketing firm with a focus on Employee Advocacy and Video Personalization. SocioSquares has a 70-member strong team and serves more than 50 clients across the US and India. Rav spearheads the company's strategic objectives of products & business development along with tie-ups with brands in the US.

Rav has more than 14 years of experience in Internet Marketing, Analytics, and Marketing Technologies and has spent the last 8 years in the Social Media space. Prior to SocioSquares, he worked with Comcast and in a short span of 4 years, he had risen to the position of Principal Engineer at the office of the Chief Technology Officer (CTO). Rav holds a Bachelor of Engineering in Electronics and Communications, from Barkatullah University, Bhopal, India and a Master of Science in Telecommunications & Networking from the University of Pennsylvania.

Excel Bootcamp

Christine Wilson, CMA, CSCA



***Christine Wilson,
Senior Business
Intelligence Analyst,
Reliance Standard Life
Insurance Company***

As a Senior Business Intelligence Analyst at Reliance Standard Life Insurance Company, Christine is responsible for working with business users in the Financial, Actuarial, Claims, and Underwriting Departments to define and create the key performance indicators they need in order to analyze the business results. In addition, she assists Financial with automating and streamlining their monthly close processes. Before moving to this technical role in 2017, Christine reported the monthly financial results of the group insurance products to senior management as a member of the Financial Planning & Analysis Team. Throughout her 19 years at RSL, Christine has been using Excel daily; she enjoys sharing tips and tricks with others.

In 2014, Christine joined the IMA and earned the Certified Management Accountant (CMA) certification. She was among the first IMA members to earn the new Certified in Strategy and Competitive Analysis (CSCA) credential in 2017. Christine earned her Bachelor of Science and Master of Arts degrees in Mathematics from Villanova University.

Artificial Intelligence

Murugan Anandarajan, Ph.D.

Dr. Murugan Anandarajan is Professor of Management Information Systems and Department Head of Decision Sciences and MIS at Drexel University's LeBow College of Business. His current research is in the area of cybercrime, where he utilizes machine learning techniques to build predictive models. His work has been published in journals such as Decision Sciences, Journal of MIS, and Journal of International Business Studies. He has received research grants from the NSF, NIJ, and DOJ, among others.



Murugan Anandarajan, Ph.D.

**Department Head, Management, Decision Sciences & MIS, Academic
Director, Dornsife Office for Experiential Learning, Drexel University**

Lunch: 11:45 a.m. – 12:10 p.m.

Afternoon Program: 12:15 p.m. – 3:40 p.m.

The New Psychology of Fraud

Toby Groves, Ph.D.

This story-based audience favorite will disrupt everything you thought you knew about fraud, including which tools are effective for detection and deterrence. Attendees will learn why many of our assumptions are flawed, why some of the most trusted investigative practices lead us off-course, and how auditors, investigators and others unwittingly assist fraud schemes. The session will address topics such as behavioral profiling, psychological assessments and other commonly used industry tools. Scientific research is combined with Toby's first-hand accounts in this powerful talk that exposes myths and the dangers lurking in our assumptions related to this ever-growing threat.



Toby Groves, Ph.D.

Major Subjects:

- How we unwittingly assist in the production of misleading information
- The psychology of deception and self-deception

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- Effective evidence screening
 - Why we overlook obvious red flags
 - How our intuition and assumptions can lead us astray
 - Improving judgment and skepticism related to various threats

Learning objectives: Attendees will challenge superficial assumptions regarding fraud and deception and gain a deeper understanding of effective cognitive tools to screen evidence, assess cultural influences, critically review investigative tools, and recognize the relevance of criteria.

Level: Basic

Prerequisites: None

Advanced preparation: Not required

Designed for: All organizational members will benefit from this session but particularly analysts, auditors, governance and security and compliance professionals, and those working in the IT, HR, legal, and medical professions as well as executives, policymakers and other decision makers interested in a deeper understanding of fraud and related threats.

About the Presenter:

Toby is a social cognitive scientist, speaker and writer. He researches innovative thinking approaches that spark insight with a focus on higher-order critical thinking, problem solving and communications. He presents his unique content using vivid mental imagery and radically interactive exercises. His fascinating history spurred a lifelong research journey in advanced critical thinking and communications in expert environments. A popular speaker amongst leading organizations in industry, government, and academia, Toby works with experts that provide society's most critical services including the audit, intelligence, investigative, legal and medical communities.

Toby has a PhD in psychology, a MA in industrial-organizational psychology, and has training in a unique combination of forensic psychology and forensic accounting.

Carrying out a Business Intelligence Implementation Project: The Steps for Success

Benn Wann, CMA, MBA, CPA



Benn Wann, CMA, MBA, CPA

**Operational Finance Leader |
Finance Business Partner |
Writer | Business Technologist**

- ✓ Business Partnering: De-silo your business
- ✓ KPI Performance Dashboards: Measure what matters
- ✓ Power BI: Data->Insights
- ✓ Process Improvement & Re-engineering: Fix what's broken
- ✓ Excel Expertise: Work better, faster, smarter

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What Drives Me? I am passionate about finding dynamic solutions to complex problems. I have dedicated my time and energy towards improving workflows, developing and redesigning processes, leading teams, unlocking the power of data analytics/business intelligence, and making a significant organizational impact within the areas of accounting and finance. I am relentlessly accountable in everything that I do.

I actively differentiate myself from my peers by my love for constant learning. I am always working to improve myself and strengthen my skillset. I have a personal commitment to reach an expert level of knowledge between the intersection of accounting and business process improvement.

In my career, I am known for stepping up and deliver on ambitious targets, challenging and driving others to action, and producing results. I'm recognized for my fast paced and dynamic style. Expect the conversation to move quickly as I help businesses get right to the bottom line by challenging the pushing the status quo.

In my current role, I works as the Operational Controller for Savencia - North America where I partner closely with the executive leadership team and manufacturing site operations to support everyday decision making and the execution financial targets

Investing in Real Estate in Philadelphia

Irfan Raza, CPA



Irfan Raza, CPA

Irfan Raza is the sole owner of Raza Homes, a real estate development and investment company based in Philadelphia, PA. The primary focus of the company is to continuously build its rental portfolio through acquisition of single-family and small multi-family properties in Philadelphia. Raza Homes currently holds over 60 units and flips about 10 properties per year. Irfan is also the managing member of a wholesaling company, Property Buyer Connect, which provides him with additional acquisition & revenue generating opportunities. Property Buyer Connect wholesales 50+ properties a year. Irfan is a CPA and licensed real estate agent in Pennsylvania.

- Explain Residential Real Estate Investment and specifically BRRRR and its benefits
- See real-life examples
- How to purchase properties with low to no-money down
- Learn how to obtain exponential growth
- Tax-benefits of BRRRR compared to flipping
- Risks associated with strategy