

Colin D. Reid

Williams School of Commerce, Economics, and Politics
Washington and Lee University
E-mail: reidc@wlu.edu
Phone: (540) 458-8624

Academic Positions

Washington and Lee University

Associate Professor (July 2019 – Present)
Assistant Professor (July 2015 – June 2019)

Northeastern University

Assistant Professor (September 2011 – June 2015)

Education and License

University of Tennessee, Knoxville, TN May 2011
Ph.D., Accounting
Collateral: Finance

Baylor University, Waco, TX
Master of Accountancy May 2005
Bachelor of Business Administration (*Magna Cum Laude*) May 2005
Major: Accounting

CPA – Texas (inactive)

Research Interests

- Environmental, Sustainability, and Governance (ESG) Reporting
- Audit Quality and Audit Firm Behavior

Publications

Hogan, B. and C. Reid. 2022. The impact of stakeholder management on restatement disclosure transparency. *Review of Accounting & Finance* 21 (3): 174-203.

Hollingsworth, C, T. Neal, and C. Reid. 2020. The Effect of Office Changes within Audit Firms on Clients' Audit Quality and Audit Fees. *Auditing: A Journal of Practice & Theory* 39 (1): 71-99. (American Accounting Association Best Paper by a New Faculty Member Award – Northeast Regional Meeting 2012)

Liu, X., X. Liu, and C. D. Reid. 2019. Stakeholder Orientations and Cost Management. *Contemporary Accounting Research* 36 (1): 486-512.

Reid, C. D. 2018. CEO retirement compensation: Is “inside debt” excess compensation or risk management tool? *Business Horizons* 61: 721-731.

Reid, C. D. and J. Youngman. 2017. New Audit Partner Identification Rules May Offer Opportunities and Benefit. *Business Horizons* 60: 507-518.

Beck, A. K., R.M. Fuller, L. Muriel, and C. D. Reid. 2013. Audit Fees and Investor Perceptions of Audit Characteristics. *Behavioral Research in Accounting* 25 (2): 71-95.

Working Papers

“City-Level Audit Fee Pressure, Auditor Office Size, and Audit Quality” with Allison Beck and Wesley Wright

Research in Progress

Working Title: “Investor Reactions to Sustainability Performance Indicators” with Megan Hess

Working Title: “Poorly Performing Pandemic IPOs: An anomaly or par for the course?” with Ehi Rajskey

Teaching Experience

Undergraduate:

- Introduction to Accounting (ACCT 100)
- Foundations of Accounting (ACCT 200)
- Introduction to Financial Accounting (ACCT 201)
- Corporate Financial Reporting (ACCT 231)
- Intermediate Accounting I (ACC 3401), (ACCT 320)
- Corporate Governance (ACCT 373)
- Summer Internship (ACCT 454)

Graduate:

- Corporate Governance (ACC 6217)

Supervised Student Work

Undergraduate Student Papers:

- Soon Ho Kwon “The Impact of the 4th Industrial Revolution” – Fall 2019

Rhett Baker “Forensic Accounting: Then and Now” – Fall 2016
Summer Research Scholars
 Claire Meyers – Summer 2017
 Soon Ho Kwon – Summer 2017
 Megan Horn – Summer 2020
 Elliott Marron – Summer 2021
 Aoife Braverman – Summer 2023
 Aaron Gonzalez Sobrino – Summer 2023
Independent Study
 Soon Ho Kwon – Fall 2018

Academic Experience

The Roger Mudd Center for Ethics: Washington and Lee University
Faculty Fellow Fall 2016 – Spring 2017

Journal of International Accounting, Auditing & Taxation, Editorial Board 2011 – 2016

Ad Hoc Reviewer:

Accounting Horizons

Advances in Accounting Education

Business Horizons

Finance Research Letters

Journal of International Accounting, Auditing & Taxation

University of Tennessee

Research Assistant (Joseph Carcello and Terry Neal) Fall 2007 – Spring 2011
Instructor – Survey of Accounting Fall 2009

Baylor University

Research Assistant Fall 2004 – Spring 2005

Conference Participation and Invited Presentations

Williams School Accreditation Presentation – “Core Competencies” December 2023
Washington and Lee Alumni Association – “Going Beyond the Balance Sheet: Accounting at W&L”
AAA Annual Meeting, Washington D.C. (August 2018) – Reviewer and Presenter
Tennessee Alumni Research Symposium - University of Tennessee (September 2017, July 2018, July 2022)
AAA Auditing Section Meeting, Orlando, FL (January 2017) – Reviewer and Discussant
Ethics of Environmental Valuation Conference, Lexington, VA (October 2016)
AAA Northeast Region Meeting, Reviewer (October 2016) – Reviewer (Did not attend)
Virginia Accounting Research Conference, Charlottesville, VA (May 2016)
Baylor University Invited Presentation (April 2016)
AAA Auditing Section Meeting, Scottsdale, AZ (January 2016) – Reviewer and Presenter
AAA Management Section Mid-Year Meeting, Orlando, FL (January 2014) – Reviewer, Presenter, Discussant, and Moderator

AAA Auditing Section Mid-Year Meeting, New Orleans, LA (January 2013) – Reviewer (Did not attend)

AAA Northeast Region Meeting, Providence, RI (October 2012) – Reviewer, Presenter, Discussant

AAA New Faculty Consortium, Leesburg, VA (February 2012)

AAA Annual Meeting, Washington D.C. (August 2012) - Reviewer (Did not attend) AAA Auditing Section Mid-Year Meeting, Savannah, GA (January 2012)

AAA Auditing Section Mid-Year Meeting, Albuquerque, NM (January 2011)

AAA Annual Meeting, San Francisco, CA (August 2010) – Reviewer and Discussant

AAA Auditing Section Mid-Year Meeting, San Diego, CA (January 2010) - Reviewer

University of Texas Spring Conference “Accounting and Corporate Governance” (March 2009)

AAA Auditing Section Mid-Year Meeting, St. Petersburg, FL (January 2009) AAA Auditing Section Mid-Year Meeting, Austin, TX (January 2008)

University of Kentucky – University of Tennessee Doctoral Consortium (October 2007)

Professional Experience

Lex Running Shop, Lexington, VA 2018 – Present
 Co-founder and Co-owner

PricewaterhouseCoopers, Dallas, TX September 2005 – July 2007
 Audit Associate January 2004 – March 2004
 Audit Intern

Consulting

- Provided consulting services to the owner/CEO of a private company concerning the revenue recognition of purchases of various pools of distressed loans including an analysis of relevant differences between IFRS and GAAP.
- Reviewed “Workers or Waste? How Companies Disclose – or Do Not Disclose – Human Capital Investments and What to Do About It” to be submitted to the SEC by the Center for American Progress. Provided feedback on terminology and measurement issues along with guidance on sources of potential resistance.
- Provided guidance to a retailer trying to improve measurement and understanding of relevant financial metrics.

Service

University:

- Faculty Athletic Mentor – Men’s Cross Country and Track & Field Teams (Fall 2019-Present)
- University Athletics Committee (Fall 2023 – Present)
- Faculty Recruiting Committee, Accounting Department Fall 2022, Fall 2023
- Williams School AOL/SLO (Accreditation) Advisory Group (2019 – Present)
- New Faculty Mentor – Williams School (Fall 2019 – Winter 2020), (Fall 2023-Present)
- Faculty Affairs Committee (December 2018 – June 2022)
- New Faculty Orientation – Work/Life Balance Panel (August 2022)

- Co-Chair Non-Tenure Track Faculty Task Force (July 2021 – December 2021)
- “Going Beyond the Balance Sheet” presentation for W&L Alumni Event
- University COACHE Faculty Job Satisfaction Task Force (2019 - 2021)
- (Chair) Faculty Recruiting Committee, Accounting Department 2018-2019
- LKJohnson-Rusosco Scholarship Committee, Williams School – Winter 2018, Winter 2020, Winter 2021, Winter 2022, Winter 2023
- Topinka Scholarship Committee (Chair), Williams School - Winter 2018, Winter 2019, Winter 2020
- Johnson Scholar Interview Team – Winter 2018
- PwC Challenge Facilitator – Fall 2017
- Student Financial Aid Committee, Washington and Lee University Summer 2017 - present
- Global Engagement Committee, Williams School Strategic Planning Fall 2016 – Winter 2017
- LKJohnson-Rusosco Scholarship Committee, Williams School – Winter 2017
- Topinka Scholarship Committee, Williams School - Winter 2016
- D-Amore-McKim School of Business Accounting Research Workshop Committee, 2014-2015
- D-Amore-McKim School of Business Accounting Recruiting Committee, 2013-2014
- Northeastern University Graduate School Graduation Marshall, May 2012

Community:

- Kendal at Lexington Finance Committee and Investments Subcommittee (May 2023–Present)
- Rockbridge Area Habitat for Humanity – Finance Committee (2017 – 2021; April 2022-Present)
- Rockbridge Area Relief Association – Food Pantry
- Campus Kitchen Washington and Lee University – Meal Delivery
- Brookline Emergency Food Pantry – Monthly Volunteer; Coordinated Grant Application and Receipt with Eastern Bank, 2012

Professional Organizations

American Accounting Association
 American Institute of Certified Public Accountants

Honors and Awards

- Best Paper by a New Faculty Member Award, Northeast Region AAA (2012)
- Sigma Delta Tau Outstanding Professor Reception, Northeastern University (March 2012)
- AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow, Lake Tahoe, CA (June 2010)
- University of Tennessee College of Business Administration – ESPN Scholarship (Fall 2009 – Spring 2011)
- Graduate Assistantship, University of Tennessee (Fall 2007-Spring 2011)
- Accounting Excellence Award (Top Accounting Graduate, selected by faculty), Baylor University (May 2005)
- Graduate Assistantship, Baylor University (Fall 2004-Spring 2005)
- Beta Gamma Sigma
- Beta Alpha Psi