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Baylor University Professor Wins Ethics Case Writing Competition

WACO, Texas – Baylor University assistant professor in the Department of Accounting and Business Law Marty Stuebs won the Institute of Management Accountants (IMA) 4th Annual Carl Menconi Ethics Case Writing Competition.

Stuebs will be recognized at IMA’s Annual Conference & Exposition in Baltimore in June. The case will also be featured in the July edition of *Strategic Finance*.

“I am honored to make a contribution to IMA’s knowledge base in the area of ethics and case resources,” Stuebs said.

The case, entitled “Lorman Lumber Co., What ‘Wood’ You Do?”, focuses on corporate social responsibility and corporate and environmental sustainability through a fictitious company, Lorman Lumber Co.

The case, to be used as a guidance tool for undergraduate or graduate teaching, presents a capital investment intended to improve environmental sustainability.

“Students have an opportunity to deal with the incentives and issues present in managerial accounting decisions and recognize the relevance of including ethics in managerial decisions,” Stuebs said. “Experience dealing with these conflicts early and often can mature one’s judgments and improve the decision-making process.”

The competition recognizes outstanding case studies focusing on business ethics with specific application to management accounting and finance issues.

About Baylor Business

Baylor University's Hankamer School of Business holds to a visionary standard of excellence whereby integrity stands shoulder to shoulder with analytic and strategic strengths to build leaders, not simply careers. In addition to state-of-the-art skill development in the functional areas of business — accounting, finance, marketing, information technology, management and others — students develop ethics skills that yield credibility and true leadership potential in today's organizations.

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