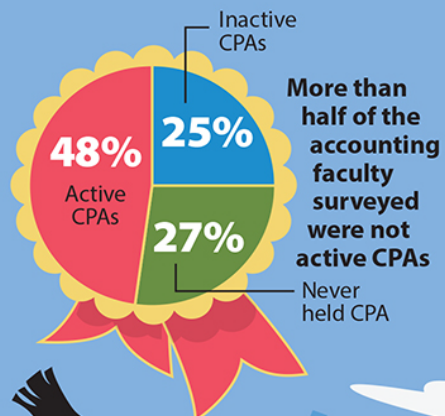


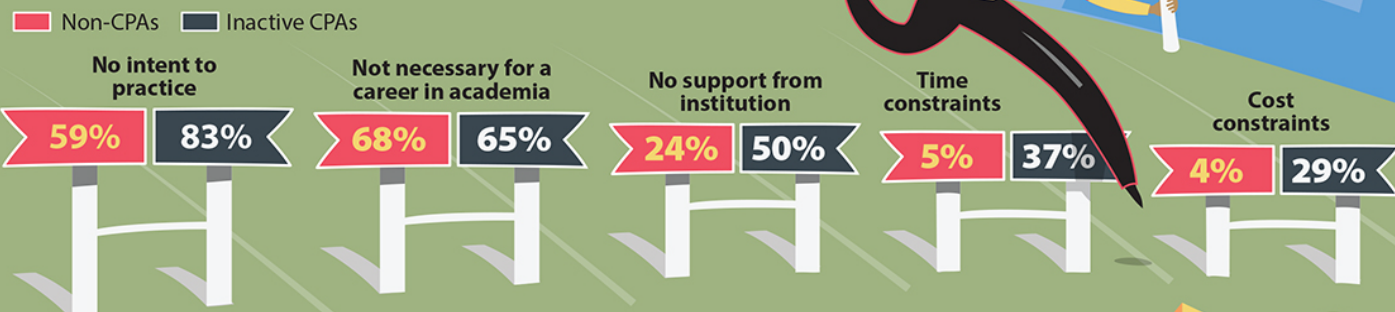
Incentivizing accounting professors to get their CPAs

By David J. Emerson, CPA, CGMA, Ph.D., and Kenneth J. Smith, CPA, DBA

Less than half (48%) of the 843 accounting faculty teaching at four-year universities in the United States who responded to our 2016 survey were active CPAs. Our data show the obstacles that are keeping professors from obtaining and keeping their CPAs—and how those hurdles can be overcome.



Barriers to obtaining or maintaining a CPA license

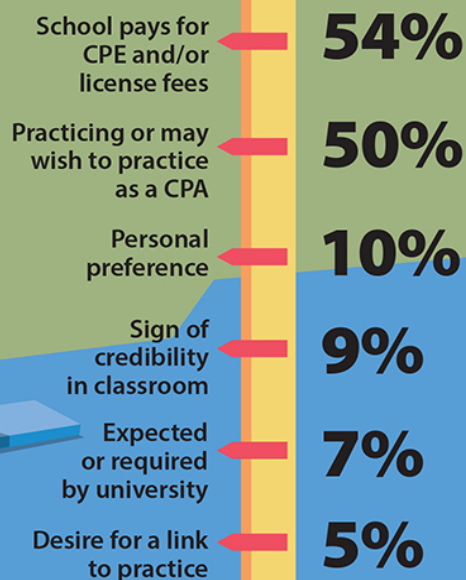


What's wanted by faculty members

74% of faculty indicate that their schools should **provide incentives** to those who obtain and/or maintain an active CPA license. Here's a look at the most preferred incentives:



Reasons CPA faculty maintain their licenses



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