

Jasmijn Bol invested to accounting professorship

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Fundraising efforts by Tulane alumni and friends at PricewaterhouseCoopers have helped create a new professorship in accounting at the [A. B. Freeman School of Business](#) at Tulane. At a ceremony on Thursday (Nov. 15), Jasmijn Bol was invested as the inaugural holder of the professorship.



"It's an honor to be associated with such a prestigious organization," said Jasmijn Bol, center, who has been invested as the first holder of the PricewaterhouseCoopers LLP Professorship in Accounting. (Photo by Cheryl Gerber)

Matching gifts from the PwC Foundation also contributed to the professorship. Partner Casey Herman, a Freeman School alumna who serves as PwC's firm relationship partner with Tulane and who led the fundraising effort within the firm, says the gift strengthens what was already a close relationship between the Freeman School and PwC, which has become the single largest hirer of Freeman School graduates.

"It's just a great opportunity for the school to hire a teacher and scholar of her caliber," Herman said of Bol.

Bol's research focuses on the subjective side of compensation contracting, exploring

how managerial discretion influences performance assessment, contract design and promotion decisions. She hopes to build on that research with support from the world's largest professional services firm.

“It's an honor to be associated with such a prestigious organization, and I'm appreciative of the confidence they feel in me and my research,” says Bol, an associate professor of accounting.

At the ceremony, Ira Solomon, dean of the Freeman School, presented Bol with a plaque recognizing her new title, and Dana McIlwain, a Freeman alumnus who is vice chair and leader of PwC's U.S. advisory services practice, spoke on behalf of the company, which was also represented by Kathy Nieland, managing partner of the firm's New Orleans office.

Bol joined the Freeman School in July after spending five years at the University of Illinois at Urbana-Champaign. In August, Bol received the American Institute of CPAs Best Early Career Researcher Award in recognition of her scholarly work in the past five years.

Mark Miester is the editor of Freeman magazine for the A. B. Freeman School of Business.