
Daniel McFarland, Ph.D.
Professor
Accounting and Finance
Rohrer College of Business
mcfarland@rowan.edu

Academic Background

Ph.D. Drexel University.

MBA Drexel University.

B.S. Drexel University.

Work Experience

Academic

Professor, Rowan University (September, 2018 - Present), Glassboro, New Jersey.

Department Chair, Rowan University (June, 2021 - 2022), Glassboro, New Jersey.

Associate Dean, Rowan University (2015 - 2018), Glassboro, New Jersey.

Interim Dean, Rowan University (2014 - 2015), Glassboro, New Jersey.

Associate Dean, Rowan University (2012 - 2014), Glassboro, New Jersey.

Visiting Professor of Cross-Cultural & Sustainable Business Management, American University of Paris (2009 - 2012), Paris, France.

Professor, Rowan University (2006 - 2012), Glassboro, New Jersey.

MBA Director, Rowan University (2005 - 2012), Glassboro, New Jersey.

Associate Professor, Rowan University (2002 - 2006), Glassboro, New Jersey.

Assistant Professor, La Salle University (1999 - 2002), Philadelphia, Pennsylvania.

Visiting Professor, Rowan University (1997 - 1999), Glassboro, New Jersey.

Non-Academic

Consultant, DeMarco PPC (February, 2023 - Present), Ocean City, New Jersey.

Consultant, Strategic Billing Enterprises, LLC (2010 - Present), Mullica Hill, New Jersey.

Consultant, BRADM, LLC (2011 - 2016), Mullica Hill, New Jersey.

Corporate Trainer, LearnQuest (2005 - 2007), Philadelphia, Pennsylvania.

Consultant, Navigant Consulting (2005), Glendale, California.

Consultant, Kroll Lindquist Avey (2002 - 2004), Philadelphia, Pennsylvania.

Consultant, Cross Current Corporation (1999), Lambertville, New Jersey.

Consultant, Visteon Corporation (1998), Lansdale, Pennsylvania.

Operations Team Leader, Ford Electronics & Refrigeration Corporation/Visteon Corporation (1990 - 1997), Lansdale, Pennsylvania.

Lead Software/Electrical Design Engineer, FMC Corporation (1987 - 1990), Chalfont, Pennsylvania.

Courses Taught

Courses from the Teaching Schedule: Accounting Analytics (Bachelors), Advanced Database Management (Bachelors), Design Database Systems (Bachelors), Financial Analytics (Bachelors), Integrated Business Software Tools (Bachelors), Introduction to Business and Analytics for Financial Information (Bachelors), Management Information Systems (Bachelors), Principles of Accounting II (Bachelors), Project Management (Bachelors), Project Management (MBA), Project Management

for Engineers (MBA), SP TP Management Information Systems (MBA)

Professional Memberships

AIS, since 2004

Editorial Board Member MyNetResearch, 2008

IEEE, 1987-2009

AIS World Net Faculty Resource

Beta Gamma Sigma Honor's Society

Consortium for Computing Sciences in Colleges (CCSC)

NJTC: New Jersey Technology Council

Scholar's Universe

Intellectual Contributions

Refereed Articles

McFarland, D. (in press, 2023). Mentoring and Preparing Students and Young Professionals for the CPA Evolution. *The CPA Journal*.

Weidman, S. M., McFarland, D. J., Meric, G., & Meric, I. (2019). Determinants of Return-on-Equity in U.S., German, and Japanese Manufacturing Firms. *Managerial Finance*.

LaMastro, R., & McFarland, D. J. (2012). Factors Affecting Email Response Rates in a Corporate Environment. *Issues in Information Systems, Xii (1)*, 189-193.

Jacobson, C. M., Kasper, G. M., Mathieu, R. G., McFarland, D. J., & Meservy, R. D. (2011). AMCIS 2010 Panel Report: External Benchmarks in Information Systems Program Assessment. *Communications of the Association for Information Systems, 29 (1)*, 367-378.

McFarland, D. J., Eley, R., & Amidon, J. (2007). Are Consumers Benefiting more than Investors from Corporate Investments in Information Technology? *Business Research Yearbook*.

Nicholson, D., Hamilton, D., & McFarland, D. (2007). Leveraging Learning Styles to Improve Student Learning: The Interactive Learning Model and Learning Combination Inventory. *Journal of Computing Sciences in Colleges*.

McFarland, D. J., & Hamilton, D. (2006). Adding Contextual Specificity to the Technology Acceptance Model. *Computers in Human Behavior, 22 (3)*.

McFarland, D. J., & Hamilton, D. (2005). Factors Affecting Student Performance and Satisfaction: Online versus Traditional Course Delivery. *Journal of Computer Information Systems, 46 (2)*, 25-32.

McFarland, D. J., & Zhu, F. X. (2005). MIS Program Assessment: A Functional Perspective. *Business Research Yearbook*.

Zhu, F. X., & McFarland, D. J. (2005). Towards Assurance of Learning in Business Programs: Components and Measurements. *The Journal of American Academy of Business*.

McFarland, D. J., & Noonan, A. (2001). Assessing the IT Productivity Paradox: Using the Consumer Price Index as an Indicator of Consumer Benefit. *Issues in Information Systems, 2*, 289-296.

Hamilton, D., McFarland, D. J., & Mirchandani, D. (2000). A Decision Model for Integration Across the Business Curriculum in the 21st Century. *Journal of Management Education, 24 (1)*, 102-26.

Refereed Proceedings

Lin, Tony L. J., McFarland, D., & Weidman, S. (in press, 2023). No Setup, All Insight: Revolutionizing Accounting Courses with Google Colab and Python. *2024 American Accounting Association Joint Midyear Meeting of the AIS and SET Sections*

Isik, E., Isik, I., & McFarland, D. J. (2015). The role and challenge of measuring productivity and efficiency in physician delivered healthcare services. *Academic Business World International Conferenece*.

Lee, J., & McFarland, D. J. (2014). Corporate Environmental Green Strategy and Technological Capabilities for Firm Economic Performance in Leading US and European Corporation. *International Academy of Business and Public Administration Disciplines*.

McFarland, D. J., & Zhu, F. X. (2004). A Framework for Assessing MIS Programs. *College Teaching & Learning (TLC)*

Conference, Edinburgh, Scotland:.

McFarland, D. J., Hamilton, D., & Schoen, E. J. (2004). Factors Considered By Business Schools When Determining Programmatic Learning Goals. *2004 European Applied Business Research (EABR) Conference*, Edinburgh, Scotland:.

McFarland, D. J., & Hamilton, D. (2004). Use of WebCT to Support Multiple Learning Models. *College Teaching & Learning (TLC) Conference*, Edinburgh, Scotland:.

McFarland, D. J., & Cleary-Cannon, K. (2001). E-Education: Mathematicians and Scientists Need Only Apply. *SSGRR International Conference on Advances in Infrastructure for Electronic Business, Science, and Education on the Internet*, L'Aquila, Italy:.

McFarland, D. J. (2001). The Role of Age and Efficacy on Technology Acceptance; Implications for E-Learning. *WebNet World Conference on the WWW and Internet*, Orlando, FL:.

McFarland, D. J. (1998). Business Process Reengineering Impacts Higher Education: Business Curriculum Cross-Functionalization. *IACIS Conference*, Cancun, Mexico:.

Chapters, Cases, Readings, Supplements

Chapters

McFarland, D. J., & Nicholson, D. (2010). Client/Server Computing. In H. Bidgoli (Ed.), *The Handbook of Technology Management* (pp. 3-15). New York, NY: John Wiley & Sons, Inc..

McFarland, D., & Nicholson, D. (2008). Client/Server Computing Basics. In H. Bidgoli (Ed.), *The Handbook of Computer Networks* (pp. 128-141). New York, NY: John Wiley & Sons, Inc..

McFarland, D. (2005). Client/Server Computing: Principles and Security Considerations. In H. Bidgoli (Ed.), *The Handbook of Internet Security*. New York, NY: John Wiley & Sons, Inc..

McFarland, D. J. (2004). Client/Server Computing. In H. Bidgoli (Ed.), *The Internet Encyclopedia*. New York, NY: John Wiley & Sons, Inc..

Presentations of Refereed Papers

McFarland, D. (2021-2022). *Banking Crises, Efficiency and Survival: Theory, Literature and Emerging Market Evidence*. World Finance & Banking Symposium, Budapest, Hungary.

Isik, I., Uygur, O., & McFarland, D. (2019-2020, July). *Banking Crisis, Efficiency and Survival in Turkey: A Joint Application of SFA and DEA Frontier Models*. International Academy of Business and Public Administration Disciplines, Athens, Greece.

Isik, E., Isik, I., & McFarland, D. J. (2015-2016). *The role and challenge of measuring productivity and efficiency in physician delivered healthcare services*. Academic Business World International Conference, Nashville, Tennessee.

McFarland, D. J. (2012-2013). *Searching for the Benefit of Corporate Investments in Information Technology*. International Academy of Business and Public Administration Disciplines, Honolulu, Hawaii.

Lamastro, R. & McFarland, D. J. (2011-2012). *Working paper: Factors Affecting Email Response Rates in a Corporate Environment*. International Academy of Business Disciplines, New Orleans, Louisiana.

Grants

Research

2023-2024: McFarland, D., Ruiz, B., Ruiz, A., & Betteridge, V., South Jersey Institute for Population Health Implications of Data Quality on Social Equity and Public Inoculation, Co-Principal Investigator, South Jersey Institute for Population Health.

2022-2023: McFarland, D. South Jersey Institute for Population Health COVID-19 Research Grant, Co-Principal Investigator, South Jersey Institute of Population Health.

2014-2015: Merrill, T. & McFarland, D. J., The Technology Entrepreneurship Concentration: An Interdisciplinary Certificate Program for Undergraduate Engineering and Business Majors at Rowan University, Co-Principal Investigator, NCIIA.

Service to the Profession

Present at a professional or academic event

2010-2011: Americas Conference on Information Systems (AMCIS), Lima, Peru (International). McFarland, D.,

Longenecker, H., Kasper, G., McKell, L., & Jacobson, C. (2010). Assessment Benchmarking: Understanding and Using Assessment Results. Americas Conference on Information Systems (AMCIS), Lima, Peru

2009-2010: Americas Conference on Information Systems (AMCIS), San Francisco, California (International). McFarland, D. J., Denison, B., Fustös, J., McKell, L., Murray, M., Richard Redmond, Ken Surendran, Bruce White, (2009). Conference Workshop: Information Systems Program Assessment. Americas Conference on Information Systems (AMCIS), San Francisco, California.

Honors/Awards

Award

2009-2010: , Rohrer College of Business Dean.

2007-2008: , Business Advisory Board.

2006-2007: , College of Business Alumni.

2006-2007: , College of Business Alumni.

2006-2007: , College of Business Alumni.

2006-2007: , Bureau of Business Associations (BOBA).

2004-2005: , College of Business alumni.

2004-2005: , Rohrer College of Business Dean.

2003-2004 – 2004-2005: , College of Business alumni.

2003-2004: , Management Institute Advisory Board.

2002-2003: , Bureau of Business Associations (BOBA)..

Honor

2004-2005: , College Teaching & Learning (TLC) Conference Editor.

2001-2002: , SIFE Regional Competition Judges.

2001-2002: , SIFE Regional Competition Editors.

2001-2002: , Prentice Hall.

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