

**AcademiCast Transcript**  
**Texas Tech University**  
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Holdsworth: This is AcademiCast—Texas Tech University’s podcast series from the Office of the Provost. I’m Meredith Holdsworth, and I’ll be covering the top academic and research stories on campus. Later in the program, Provost Bob Smith will spotlight Integrated Scholar William Pasewark. First, the news...

To reinforce its ties with international students, the university celebrated the grand opening of an English language learning center. The center is located on Broadway Avenue, just down the street from campus. More than 10 classrooms and a computer lab are housed within the center to encourage interactive learning experiences among students. Vice Provost for International Affairs Tibor Nagy shared his enthusiasm at the center’s grand opening.

Nagy: There are all these phenomenally talented people out there that want the best education in the world, which means the United States, and I’m very unbiased, for me that means Texas Tech.

Holdsworth: Texas Tech partnered with ELS Educational Services to operate the center. In return, ELS intends to help Texas Tech expand its international enrollment by 2,000 students over the next four years.

Turning to other news...

The university is extending its educational reach to the Middle East. Students and faculty from Iraq will be able to further their education at Texas Tech, thanks to a collaboration between the university and Iraq’s Ministry of Higher Education and Scientific Research. The agreement provides incentives for doctoral students who return to Iraq with the aim of advancing teaching in the STEM disciplines of science, technology, engineering and mathematics.

Texas Tech’s online programs are earning national acclaim. The SR Education Group’s Guide to Online Schools ranked the university’s eLearning Program as 11<sup>th</sup> best in the U.S. Additionally, U.S. News & World Report listed Texas Tech’s online master’s program in engineering as the 50<sup>th</sup> best in the nation.

Integrated Scholars dedicate themselves to a course of lifelong learning. Their emphasis on teaching, research and service helps to promote scholarly engagement. And in doing so, Integrated Scholars advance Texas Tech’s role in educating, serving and inspiring others to pursue a path of lifelong learning. In this edition of AcademiCast, Provost Bob Smith spotlights Integrated Scholar William Pasewark.

Smith: Through his teaching, research & service, Accounting Professor William Pasewark is educating the newest leaders in business. Pasewark was born & raised in Lubbock. He returned to his hometown to teach at Texas Tech after working at the University of Houston & the University of Georgia. Akin to many of his colleagues in the Rawls College of Business Administration, Pasewark came to academia after first cultivating a career in the private sector.

Pasewark: I was a banker, and I was making loans to companies without the proper accounting knowledge, and so I started going back to school at night and taking accounting courses, with no intention of becoming a CPA. And the more courses I took, the more I enjoyed them. And pretty soon I said to myself, I need to either fish or cut bait on this. And I went ahead and got a master's degree in accounting.

Smith: At Texas Tech, Pasewark lectures on a range of topics, including financial analysis & advanced accounting. Many of the students in his classes have participated in the college's audit internship program, for which Pasewark serves as adviser. The program places Rawls accounting students at CPA firms in large cities, allowing many of them to learn about & excel in corporate environments.

Pasewark: They work for a semester, and they work during the hardest part of the accounting year, which is what we call "busy season." And they're put through the ringers. They get paid pretty well for interns, and most of them come back with job offers from those firms. But they come back with wonderful experience, and those are the students that I get in the classroom. And so they have the best of both worlds—they have a little bit of academics and business experience that they get to put together—and they meld those.

Smith: Pasewark's research centers on behavioral issues in the accounting field. Along with a colleague, Pasewark is conducting research about customer payment behaviors under a grant from the accounting firm PricewaterhouseCoopers. Moreover, he is editor of the scholarly journal *Issues in Accounting Education*. Pasewark leads the effort, which includes 13 associate editors & more than 100 editorial board members worldwide.

Pasewark: So I wake up in the morning, and I get emails from Europe. And then toward the afternoon, I get emails from Australia and from Hong Kong. And it's just a wonderful experience, like running a little corporation. I've got a budget, and I've got an employee. And so, that takes about 70 percent of my time.

Smith: Indeed, Pasewark spends a great deal of time collaborating with his professional peers. He advises that faculty who strive to be Integrated Scholars should also cultivate good working relationships because they are mutually beneficial.

Pasewark: One of the things that I think people ignore is relationships with people in business. Working with people in business is extremely important for two reasons. That's where you get your research ideas. That's where you get your research data, as well. But more importantly, those are the people who are hiring your students. And you have to keep good relationships with people who are hiring your students, otherwise your students aren't going to be hired.

Smith: A prominent business dean was fond of reminders to would-be accounting majors that accounting is much more than spreadsheets with debit & credit columns. The profession of accounting requires a broad range of skills & an even broader understanding of people as well as topics beyond business per se. Professor William Pasewark's commitment to teaching & research in the field of accounting, as well as his emphasis on service to business students & his professional peers, has provided him the background & understanding that have led to his earning the distinction of being an Integrated Scholar. For all of this, AcademiCast applauds Professor William Pasewark! Thanks for listening! I'm Bob Smith.

Holdsworth: Thanks, Dr. Smith! That concludes this edition of AcademiCast. If you would like to learn more about the stories featured here, please visit our website at [academicast.ttu.edu](http://academicast.ttu.edu). Join us again as we spotlight the top academic and research news from Texas Tech University, as well as profile Integrated Scholar Christian Pongratz.