

BOWLING GREEN STATE UNIVERSITY  
COLLEGE OF BUSINESS

# FACULTY RESEARCH AND EXPERTISE

## FACULTY MEMBER

### Mr. James F. Zeigler, CPA

Department of Accounting & MIS Lecturer (NTTF)  
jzeigle@bgsu.edu  
419-372-2092

**BIO:** James Zeigler is a Lecturer in the Department of Accounting & MIS. He has 28 years of teaching experience. Prior to academia, Mr. Zeigler worked with KPMG, LLP in Toledo, Ohio and Orlando, Florida. He also has experience as Treasurer of a Toledo, Ohio specialty-coatings contractor.



Current BGSU activities focus on pedagogy change in accounting principles courses and identification of students interested in the accounting major. Mr. Zeigler has published research in "Advances in Accounting Education" (AIAE - 2015) related to business simulation in his managerial accounting principles courses. He has been recognized with the College of Business "Faculty Excellence Award" (2016) related to simulation work, student success and learning measurement (AOL). Regarding external impact, Mr. Zeigler promotes student participation in international simulation competition. BGSU Accounting 2220 students have achieved finalist status more times than any other university. He has presented his simulation findings at the American Accounting Association national meeting the past two years.

### AREAS OF EXPERTISE

- Managerial Accounting and the use of business simulation in undergraduate principles courses.

### RESEARCH INTERESTS

- Simulation use in the classroom.
- Behavioral issues relating to teamwork & communication skills development.

### EXTERNAL PROJECTS

- Presentations: American Accounting Association Mtg, San Diego, CA (2017), Washington D.C. (2018).
- International Business Simulation Competition: Lead promoter/marketer of student participation.
- BGSU students have earned top-six finalist status more often than any other university.