



Melaine B. Campbell, Esq.

Melaine B. Campbell, Esq. – The Business Case for Corporate Social Responsibility (CSR)

Melaine Campbell is an attorney with expertise in the corporate and financial services arenas on AML/KYC, ABAC and Sanctions compliance programs and investigations. She is experienced working with American, European, LATAM and Asian markets. In her consulting practice she provides strategic professional services for financial services entities, law firms, corporations and businesses on global issues. She served as a Managing Director for the Dun and Bradstreet Global Compliance Solutions Group advising global corporations and financial services businesses on best-practices for ABAC, AML/KYC and Sanctions regulatory compliance program

design, risk assessment methodologies and systems as well as data program management. Her prior experience includes service as the Corruption and Government Integrity Bureau Chief and Organized Crime and Racketeering Deputy Bureau Chief for the New Jersey Division of Criminal Justice.

The Business Case for Corporate Social Responsibility (CSR)

Globally we are facing social, political, environmental, economic and political crises. Today stakeholders, including shareholders, customers, civil society and employees, expect companies to respond by operating in an ethical, socially responsible way. Failure to prioritize CSR can impact brand, employee loyalty and investor interest. What CSR strategies and policies promote the company's ethical growth while driving company profit?

The presentation will offer insight into the social, political, environmental, economic and political crises facing the business world today. Recent corporate scandals will be highlighted, detailing the damage sustained by the business including brand impact.

Businesses practice corporate social responsibility when they are ethical, contributing to the local and global communities. We will examine how CSR policies and programs manage a business's societal impact. Some of those impacts include human rights, environmental, product safety, sustainability and anti-corruption.

We will discover how CSR drives company profit including stock prices, revenue, risk management efficiencies, investor interest, customer and employee retention and other benefits. Examples of corporate CSR success stories will be highlighted.



Howard Silverstone, MBE, CPA/CFF, CFE

Howard Silverstone has a BA (with Honors) in accounting from London Metropolitan University (formerly known as City of London Polytechnic), London, England. He is a licensed certified public accountant in Pennsylvania as well as a chartered accountant (UK) and a certified fraud examiner. He also holds the AICPA's Certified in Financial Forensics designation. He has presented many programs to the legal, accounting and insurance industries on fraud, the calculation of damages in financial disputes and other financial matters.

Howard has concentrated his practice in the field of forensic accounting since 1985. Howard is a Director of Forensic Resolutions, Inc., which he co-founded in 2004. He was previously with Kroll from 1993 until 2004, including Kroll Lindquist Avey, an international forensic accounting firm. Prior to forming the Philadelphia office of Kroll in 1993, he was a director in a forensic accounting firm and worked for five years at an international accounting firm as both a financial investigator and auditor. He began his career at a public accounting firm in the United Kingdom.

Howard has testified in many different jurisdictions and has also provided testimony at Grand Jury hearings and overseas. Howard has been quoted in many national and international publications and has appeared in the media both in the United States and the United Kingdom. He has also co-authored three books on fraud and forensic accounting and has authored many articles on fraud and related subjects for a variety of publications.

Howard is a past member of the AICPA's National Forensic and Litigation Services Committee and is a current member of the AICPA's Fraud Task Force (he is a past Chair of the Task Force) and has twice served as the president of the British-American Business Council for the Philadelphia region and still sits on the board and has held other board positions with organizations in the Philadelphia area.

In June 2018, Her Majesty Queen Elizabeth II appointed Howard as a Member of the Most Excellent Order of the British Empire (MBE) in the United Kingdom's 2018 Queen's Birthday Honors. This was in recognition of Howard's service to British business in the USA.



Irina Balashova, CPA, CIA, CFE

Irina Balashova is a Senior Associate at Forensic Resolutions Inc., a forensic and investigative accounting firm. Prior to joining Forensic Resolutions, she had worked for a regional CPA firm as a forensic accountant since 2008, analyzing and quantifying the financial aspects of matters in dispute in various types of cases. Her expertise areas include investigating/analyzing claims related to employee fraud, business interruption, commercial damages, property claims, lost profits/economic damages, personal

injury/wrongful death.

Ms. Balashova is member of the American Institute of Certified Public Accountants, the Association of Certified Fraud Examiners, and the Institute of Internal Auditors.

Ms. Balashova received her Masters in Engineering from Bauman Moscow State Technical University in 2004. She received her Masters in Business Administration from Louisiana State University in 2008. She is a licensed Certified Public Accountant, a Certified Fraud Examiner and is a Certified Internal Auditor. Irina has presented to the legal and accounting industries on fraud and forensic accounting and has published several articles on calculating economic damages, fraud and forensic accounting.

Elder Fraud – Financial Abuse Trends

Our society is facing a challenging and underestimated type of fraud – fraud against our elders. According to the most conservative estimates, 10% of elderly people in the U.S. have already been victims of financial abuse.

Our presentation will discuss how and why this problem became so prominent in recent years. This happened partially due to the socioeconomic changes in our society. For example, by 2035, older people are projected to outnumber children for the first time in U.S. history. Another reason is related to the fact that retiring baby boomers are one of the wealthiest generations to retire in the U.S.

We will discuss the main characteristics of victims and perpetrators. We will highlight the conditions that make older people more likely to fall into deceit/misrepresentation, including being out of the workforce, being socially isolated, and having problems with physical and mental health. Perpetrators usually have common features, as well, including being in a position of trust, being in financial distress, or even being a family member.

We will discuss the top ten types of scams, how not to become a victim and how fraud investigators can help. The session will also provide pointers to look for when dealing with older clients. We will discuss the red flags of potential financial abuse. Finally, the session will provide attendees with useful tools, including knowledge of recent legislation changes, hotlines, websites of government/regulating agencies, all of which can be utilized if fraud is suspected.



Artificial Intelligence, Blockchain, Drones/IoP from The Fraud Examiners Point of View

Deniz Appelbaum, MBA, PhD, Assistant Professor, Department of Accounting and Finance, Montclair State University

Dr. Deniz Applebaum (denizappelbaum@gmail.com), Assistant Professor of the Department of Accounting and Finance at the Feliciano School of Business of Montclair State University, received her PhD from the

Department of Accounting and Information Systems at Rutgers Business School, Newark in May 2017. She enriches her academic pursuits with a practical view, after twenty years of experience in operations, credit, and business development in the corporate world.

Dr. Applebaum has published manuscripts in *Accounting Horizons*, *Journal of Emerging Technologies in Accounting*, *Auditing: Journal of Practice and Theory*, and in other academic and practitioner journals, based on her research regarding analytics, big data, and automation in financial auditing and fraud detection. Prior to teaching at Montclair State, her graduate research at Rutgers focused on financial

and fraud detection and prevention with automated analytics, transparency of governmental financial reporting, analytical procedures in the external audit process, drones and robotics in auditing and accounting, and BlockChain and big data as audit evidence. Dr. Applebaum continues to emphasize these streams of research with numerous projects and forthcoming publications, and with presentations at accounting organizations and at national and international conferences. Dr. Applebaum emphasizes the use of data analytics and appropriate software tools in the classroom, to prepare accounting and auditing students for the technically advanced modern business environment. The accounting and auditing professions are currently undergoing huge disruptions due to technical innovations, and Dr. Applebaum is devoted to assisting her students to prepare for these changes.

With many businesses adopting technologies Blockchain, and Artificial Intelligence, fraud examiners will soon need to become familiar with these applications. That is, how to audit these complex technologies?

Blockchain applications, or Distributed Ledger Technology (DLT), promises immutable provenance flows and highly secure transaction processing. However, the complexity of its underlying technology is understood by very few. The fraud examiner must intimately understand the “black box” of blockchain, verify that it is truly providing the immutable transaction recording that it claims and verify that the level of permissions and governance controls are effective and enforced.

Artificial Intelligence and Deep Learning are especially challenging for fraud examiners. A fraud examiner must understand exactly how the AI/Deep Learning application arrived at its decision or action. What were the learning datasets? What were the statistical weights arrived at by the application at each step? Are there sources of bias or misunderstanding in the code? In short, is the AI application explainable? The issue of “Explainable AI” is not new – it currently is a major initiative of DARPA – so, what is a fraud examiner to do when faced with an AI component of an investigation?

This 100-minute presentation will discuss these four technology areas that will impact fraud examination in the very near future. Fraud examiners cannot be seduced by the glamour and promise of these technologies; instead, we must remain skeptical and gain an in-depth understanding of exactly how these technologies work and their strengths and weaknesses regarding financial frauds.

Program Developer

Karl Dahlberg has retired from Rutgers and from the Department of Defense. He has been involved in numerous contract fraud investigations, the most significant recovered \$69 million. He has instructed online and on-site accounting information system courses at graduate and undergraduate level. While in the Department of Defense, he was responsible for all Information Technology Audits at the Northern New Jersey Branch Office of the Defense Contract Audit Agency (DCAA), Picatinny, New Jersey. In that capacity, he supervised the performance of all information system reviews of Defense Contractors in



Northern New Jersey. Responsibilities included Enterprise Resource Planning, Automated Labor Entry and information system control reviews and Year 2000 Compliance reviews. He served in the Marine Corps as a Rifle Platoon Leader in Vietnam where he received a Purple Heart for combat wounds. He is a Past President of the New Jersey Chapter Information Systems Audit and Control Association; Past President, Northern New Jersey Chapter, Association of Government Accountants; Past President, New Jersey Chapter, Association of Certified Fraud Examiners; American Institute of Certified Public Accountants CPA Exam Grader; and Past Commander, American Veterans, Department of New Jersey. He has been awarded the Association of Government Accounts Educator Award for 2016.

Program Reviewer



Professor Miklos A. Vasarhelyi is the KPMG Distinguished Professor of Accounting Information Systems and serves as Director of the Rutgers Accounting Research Center (RARC) & Continuous Auditing and Reporting Lab (CAR Lab). He is credited with developing the original continuous audit application and is the leading researcher in this field. At Rutgers Business School, Professor Vasarhelyi heads the Continuous Auditing and Reporting Laboratory, which is working on projects for such leading companies as Siemens, KPMG, Proctor & Gamble, D&B, AICPA, CA Technologies, Workiva, Morgan Stanley, and Brazil's Itau-Unibanco. Vasarhelyi, who received his Ph. D. in Management Information Systems from UCLA, has published more than 200 journal articles, 20 books, and directed over 40 Ph. D.

theses. He is the editor of the Artificial Intelligence in Accounting and Auditing series and the Journal of Emerging Technologies in Accounting (JETA). He has been named the Outstanding Accounting Educator by the AAA in 2013. The professor also has taught executive programs on AIS, audit automation, continuous audit, and electronic commerce to many large international organizations.