Dr. Joseph Wall

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Dr. Joseph Wall is a builder of programs, technologies, and partnerships that transform how people learn, innovate, and value the world around them. As Flynn Chair and Associate Professor at Marquette University, he leads initiatives that bridge finance, AI, and ethics: founding programs that now serve hundreds of students annually and partnering with global institutions from NASA to PwC. His work spans academia and industry, focused on one theme: creating systems where innovation, integrity, and intelligence co-evolve.

Architect of Innovation

Throughout two decades in academia and industry, Dr. Wall has built scalable programs that fuse technology, finance, and ethics into living systems of innovation.

Applied Investment Management (AIM)
Program Transformation

When Dr. Wall assumed leadership of the Applied Investment Management Program, it was a two-cohort track serving roughly sixty students with a limited scope and no structured service component. He rebuilt it into a four-year applied learning platform that fuses finance, technology, and ethics through hands-on competitions, industry certifications, and real-world immersion. Under his direction, AIM achieved a 100 percent job-placement rate, a 50 percent increase in starting salaries, and participation in thirteen global competitions where students consistently ranked among the top three teams worldwide. The program's footprint grew to over 200 active students, making AIM one of the nation's most selective and outcomes-driven undergraduate finance programs.

During the AIM transformation, Dr. Wall co-designed and co-built Marquette University's first fully operational undergraduate costing and revenue model. Working closely with senior leaders in the CFO's office, he created a system that integrated enrollment patterns, credit-hour flows, faculty workload, marginal revenue, overhead allocation, and multi-scenario forecasting. Few universities maintain undergraduate-level costing models with this level of granularity; the system remains one of the most comprehensive of its kind.

The model became a primary tool for evaluating the economics of new programs, resource allocation decisions, and long-range growth planning. It provided a level of clarity and precision that had not previously existed and continues to guide academic, financial, and strategic decision-making across the institution.

Ethics and Impact

Dr. Wall embedded ethical engagement and community service directly into AIM's foundation, transforming it from a purely analytical program into a socially conscious one. Students collectively contribute over 7,500 hours of community service each year, supporting local organizations and advancing Marquette's urban mission. Through this redesign, AIM became both a proving ground for high-performance finance talent and a

model of ethical leadership in action. The addition of the AIM Academy, where more than 50 firms annually present to students, deepened this ecosystem by fostering sustained partnerships among academia, industry, and the community.

FinTech: Applied AI and Business Intelligence

Program Evolution

Launched in 2022 under Dr. Wall's direction and co-built with Dr. Wall's colleague, Hunter Sandidge, FinTech: Applied AI and Business Intelligence was one of the first programs in the United States to embed applied artificial intelligence directly into a business school curriculum. Conceived as a new concentration within the AIM ecosystem, it redefined finance education by treating AI not as a tool to be used but as a discipline to be built, understood, and governed. Students learn to construct intelligent models that support valuation, risk assessment, and decision-making while mastering the data architecture and programming skills that underlie them. The track introduced a new standard of technological fluency for business students, preparing them to lead in environments where automation, analytics, and ethics must operate together.

Innovation and Integration

From its inception, the concentration included a foundational module on the integration of humans, machines, and artificial intelligences, making ethical AI analysis a formal requirement rather than an afterthought. Every student documents and defends their AI design decisions through structured reflection, reinforcing accountability and transparency. The program's layered structure enables undergraduates to justify investment decisions in intrapreneurship and entrepreneurship, creating full-stack professionals. Designed in collaboration with industry partners, it established Marquette University as one of the earliest institutions to operationalize AI within an applied finance curriculum.

AI Development & Valuation

Program Architecture

Building on the foundation of FinTech: Applied AI and Business Intelligence, Dr. Wall co-developed AI Development & Valuation with Hunter Sandidge. The program was conceived as a modular, micro-certified learning ecosystem that links undergraduate, graduate, and executive audiences through a unified applied AI core. Designed to teach participants how to design, deploy, and value intelligent systems within ethical and operational constraints, it integrates business reasoning with technical architecture. Its tiered, stackable structure allows learners to earn mini-certificates that stack into full executive-education credentials, creating a model that bridges the university's academic programs with industry's immediate reskilling needs. Our students learn to create anything, value it, and explain it.

University Integration and Reach

While administratively housed in Accounting, the program functions as a cross-disciplinary platform uniting students from finance, engineering, computer science, physics, and the humanities. Each module fuses quantitative modeling with ethical AI governance and system design, ensuring that participants grasp both the mechanics and the morality of intelligent enterprise. The co-leadership between Dr. Wall and Dr. Sandidge reflects a shared-creation philosophy: systems are built to be refined, expanded, and strengthened through collaboration. AI Development & Valuation stands as a living prototype for how universities can operationalize AI across disciplines, teaching not just how machines think, but how humans should think with them.

Private Capital & Investment Banking Concentration

Dr. Wall designed and launched the Private Capital & Investment Banking concentration to extend the Applied Investment Management framework into private-market finance. He built the entire course sequence, developed deal-based learning modules, recruited the inaugural cohort, and secured university approval for the concentration's implementation. Having completed the program's design and setup, he transitioned to operational leadership to focus on building new AI and valuation initiatives. The concentration remains a key component of Marquette's applied finance curriculum, reflecting its approach to creating programs that endure and evolve independently.

Creator of Transformative Learning

Mentorship and Method

Dr. Wall's classroom operates as a mentorship studio rather than a lecture hall. He views teaching as an act of guided discovery, where students learn by doing and by struggling productively with real-world ambiguity. A typical session begins with open dialogue and Socratic questioning, followed by one-on-one problem-solving as he circulates the room to coach students through individualized challenges. This approach builds confidence, curiosity, and professional readiness. Students move from hesitant participants to independent thinkers who can defend their ideas, collaborate, and lead.

Competitions and Transformation

Dr. Wall's mentorship extends beyond the classroom through his coaching of competition teams that have earned top-three finishes in 13 international contests. Students enter unsure of their voice and graduate with the skill and courage to present before global audiences. Alumni frequently cite these experiences as life-changing moments that defined their careers. Under his guidance, competitions become more than résumé lines. They are rites of passage that cultivate teamwork, judgment, and a sense of pride in excellence.

AI-Enhanced Applied Learning

In his Financial Statement Analysis course, Dr. Wall has pioneered a fully transparent, AI-integrated learning model, believed to be the first of its kind in business education. Students complete eight real-world valuation projects, using large language models to analyze, forecast, and recast financial statements for a chosen company. Each team submits its complete AI interaction transcript, often hundreds of pages long, demonstrating process, reflection, and verification. Dr. Wall and his AI assistant review these threads, applying a co-developed specifications rubric that grades depth, logic, and ethical reasoning.

When he piloted the system, he began with traditional grading but quickly realized that students needed the same transparency he required from them. By sharing his own commentary, the data he provided to the AI, and the AI's structured feedback, he created a reciprocal learning environment where both the professor and the students operated under open audit. The result was dramatic: projects became more sophisticated, teamwork flourished, and engagement soared. Students began collaborating days before deadlines, holding what they jokingly called "ChatGPT parties" to refine ideas together. Many described the experience as one of the most interactive and enjoyable courses they had.

Ethical and Human-Centered Pedagogy

Through this transparent model, Dr. Wall teaches the ethics of AI by practice, not abstraction. Students learn to question, verify, and collaborate with intelligent systems while maintaining human accountability. His approach has made him a campus pioneer in

responsible AI education. He is occasionally controversial among peers, but transformative for students who experience firsthand how ethics, technology, and mentorship can coexist in authentic learning.

Thought Leader & Ethicist in Applied Innovation

Framing Mission

Dr. Wall's work rests on a simple conviction: innovation without ethics erodes trust, but ethical innovation multiplies value. Across his career, he has sought to define what responsible human–machine collaboration should look like inside modern enterprises and universities. His writing and teaching argue that artificial intelligence is not a substitute for human judgment but a mirror that exposes it. The goal is not to automate decision-making but to elevate it. To design systems where accountability, transparency, and dignity remain at the center of every algorithm.

Research and Scholarship

His scholarship bridges finance, accounting, and data science through a constant ethical lens. He explores questions of governance and human oversight in AI-driven decision systems, developing frameworks that make transparency and explainability practical rather than theoretical. His publications and presentations address the intersection of valuation, intelligent automation, and professional responsibility, emphasizing how organizations can operationalize ethical principles while remaining innovative and competitive. Within Marquette University, his research and course design have positioned ethics not as a compliance requirement but as a performance advantage: a method for creating more resilient technologies and cultures.

Advisory and Thought Leadership

Dr. Wall brings this perspective to the global stage through his leadership with the Association of Certified Fraud Examiners, partnerships with NASA and PwC, and ongoing collaborations with financial and technology organizations. He is frequently invited to advise on AI governance, transparency in analytics, and the future of applied education. His talks and white papers focus on helping institutions create internal guardrails that balance creativity with responsibility, demonstrating that ethical systems are scalable systems.

Vision and Reflection

Looking ahead, Dr. Wall envisions an era in which human beings and intelligent systems co-work by design, not by accident. A place where ethics and innovation are engineered into every process from the start. His mission is to prepare a generation of professionals who can build, question, and lead these systems with humility and courage. His roles as a professor, a program architect, and a mentor demonstrate that the most enduring technology is not hardware or code, but the human capacity for reflection and responsible creation.

The AI Development & Valuation Initiative, launched under the Flynn Chair in 2025, now serves as the operational home for Dr. Wall's ongoing applied-AI research, competitions, the Flynn Tech Fellows, the ICES Research Partnership, and a new generation of global service learning. It represents the next generation of the AIM and FinTech architectures, connecting students, industry, and research under one ethical framework.

Education

Ph.D. Accounting, Case Western Reserve University, Cleveland, Ohio, 2015
Dissertation focus: Fraud on Wall Street (qualitative interviews + two 2x2x2 experiments)
M.B.A., Marquette University, Milwaukee, WI, 2006
B.S. Engineering, Purdue University, West Lafayette, Indiana, 1993

Academic and Professional Appointments

Flynn Chair of Applied Innovation and Ethics & Associate Professor of Accounting
Marquette University | 2021 – Present
Role and Scope
Holds the Flynn Endowed Chair in Accounting Ethics and Applied Innovation, charged with advancing the University's integration of technology, ethics, and value creation across teaching, research, and industry collaboration. Leads interdisciplinary initiatives that link applied artificial intelligence, valuation, and ethical governance. Provides faculty leadership for strategic innovation, assessment, and external partnerships.
Program Leadership and Creation

- **AI Development & Valuation Program (co-developer with Hunter Sandidge):** built a full six-course designation, with competitions, experiences, learning academies, tech fellow opportunities, and micro-credentialed certificates that are stackable. Created a modular, micro-credentialed learning ecosystem that bridges undergraduate, graduate, and executive audiences. Designed to teach how to financially sustainably design, deploy, and ethically value intelligent systems.
- **FinTech: Applied AI and Business Intelligence Concentration:** one of the first U.S. programs embedding applied AI directly into finance education; emphasizes human-machine co-design, automation, valuation, big data, and governance.
- **Private Capital & Investment Banking Concentration:** extended the AIM framework to private markets through deal-based learning and valuation modules.
- **AI-Enhanced Pedagogy Prototype:** pioneered transparent, AI-assisted instruction in Financial Statement Analysis; implemented a specifications-grading rubric co-developed with AI for consistent, auditable feedback.

Strategic Outcomes

- Elevates Marquette's visibility as a national innovator in applied AI education; presentations delivered at internal and national advancement events (2023–2025).
- Guided re-architecture of the AIM major, transforming it into a cross-disciplinary platform with 200+ students across three concentrations.
- Mentored student teams achieving top-three global finishes in thirteen international competitions.
- Secured and stewarded $5 million+ in pledges-in-progress to support certifications, competitions, and travel.
- Advanced diversity of thought and access: underrepresented participation in AIM increased from ≈15% to ≈35%.

Ethics and Institutional Culture

- Integrated ethical AI reasoning into all applied programs; students document and defend AI design decisions through structured reflection.
- Serves as ethics liaison for the College of Business, advising on responsible AI use and governance frameworks.
- Consults for professional and governmental audiences on AI ethics, fraud risk, and valuation transparency.

- Published and presented scholarship connecting AI governance, finance, and accounting ethics; fosters alignment between academic rigor and public trust.

Teaching and Mentorship Innovation

- Converted lecture-based courses into experiential mentorship studios emphasizing project-driven, peer-collaborative learning.
- Implemented full-transparency grading where both the professor and students share all AI inputs and outputs, creating a reciprocal, verifiable learning model.
- Student feedback and performance metrics demonstrate record-level engagement and early submission rates; "ChatGPT collaboration sessions" are now self-organized by cohorts.

Research and Scholarly Integration

- Ongoing work on quantifying the financial and ethical value of AI decision systems; published across A- and AB-level journals.
- Sponsored interdisciplinary research between NASA/ESA and Marquette, analyzing how physical and digital work environments influence productivity and valuation.
- Acts as faculty mentor for undergraduate and graduate research on applied AI, fraud, and space finance

Assistant Professor of Accounting
Marquette University | 2015–2021

Dr. Wall's early years at Marquette established the foundation for his later innovations in applied learning, ethics, and technology integration. During this period, he combined high-impact scholarship with hands-on program development, helping redefine how accounting and finance could be taught and practiced within a mission-driven university.

- **Research and Scholarship Excellence**
  - Produced the majority of his peer-reviewed and award-winning academic research during this period, focusing on ethics, financial reporting quality, and emerging data analytics.
  - Served as a reviewer for more than ten academic papers annually across accounting, finance, and ethics domains, recognized for his rigorous and constructive feedback.
  - Appointed to editorial duties for two academic journals, contributing to the discipline's methodological and ethical discourse.
- **Program and Course Innovation**
  - Fully redeveloped Financial Statement Analysis into an experiential, semester-long project.
  - Introduced advanced analytics and blockchain modules into multiple graduate and undergraduate courses, laying the groundwork for later FinTech and AI Development initiatives.
  - Designed modular, stackable course structures later adopted across the business school to promote flexibility and interdisciplinary learning.
- **Leadership and Service**
  - Played a pivotal role in expanding and professionalizing the Applied Investment Management (AIM) program, contributing to competition preparation, student mentorship, and employer outreach long before assuming direct leadership.
  - Served as Treasurer for the Association of Certified Fraud Examiners (ACFE), strengthening ties between academia and professional practice.
  - Supported university and community initiatives emphasizing integrity in financial systems and justice in fraud examination.

Through these activities, Dr. Wall established himself as a scholar–practitioner dedicated to bridging theory and application. This built the intellectual and ethical scaffolding that later defined his leadership as the Flynn Chair and Executive Director of AIM.

Executive Director, Applied Investment Management (AIM)
Marquette University | 2022 – 2025
Program Overview
Led the transformation of Marquette University's flagship finance program from a selective two-cohort track into a four-year academic major recognized nationally for applied learning, competition excellence, and student outcomes. Responsible for all operational, curricular, and strategic elements, including faculty development, advancement, recruitment, partnerships, and long-term planning.

Program Growth and Structure

- Expanded AIM from roughly 64 students across two cohorts to a fully enrolled four-year major exceeding 200 active students.
- Designed three concentrations: CFA Public Investments, FinTech: Applied AI & Business Intelligence, and Private Capital & Investment Banking. Established AIM as the nucleus of applied finance and technology education within the college.
- Built early-admit pathways for high-performing first-year students and cross-listed courses with graduate and executive programs, creating a continuous learning pipeline.
- Developed a repeatable program architecture: combining applied learning, service, and professional certification, that has since become the template for multiple new concentrations launched across the college.

Competitions and Global Engagement

- Elevated AIM to top three global finishes and increased competitions from one a year to thirteen internationally against elite top-10-ranked universities worldwide.
- Coached teams to the National Finals of the CFA Research Challenge (2018), with every team coached (2018-2024) winning the State, the Global Finals of the National Investment Banking Competition (2024), and to the top three of the inaugural Balyasny Global Stock Pitch Finals (New York, 2024).
- Institutionalized competition preparation within the curriculum, making applied analysis and public presentation a required component of program completion.

Ethics and Service Integration

- Introduced an ethical service requirement for all AIM students: ten hours per semester minimum. This resulted in more than 7,500 hours of community service, primarily benefiting greater Milwaukee annually.
- Embedded applied AI ethics across valuation and investment modules; students analyze both the economic and societal impact of capital decisions.
- Established the AIM Academy, where 25+ firms have presented to students throughout the university, combining professional development with direct employer engagement.

Learning and Assessment Innovation

- Implemented modular applied learning sequences focused on project-based mastery in valuation, data analytics, and automation.
- Added required certifications in Wall Street Prep, FactSet, and Refinitiv.
- Designed the first-in-nation business-school structure enabling "stackable" undergraduate-to-executive pathways using shared applied-AI frameworks.

Diversity and Access

- Expanded participation from historically underrepresented groups from ten to thirty-five percent.
- Rebuilt admissions and scholarship processes to emphasize grit, first-generation access, and interdisciplinary recruitment from STEM fields.

Funding and Partnerships

- Helped secure five million+ in pledges to support the college's progress, supporting student travel, competitions, technology, and endowed certifications.
- Cultivated active partnerships with Baird, Société Générale, Citi, JPMorgan Chase, Amazon, CIBC, NASA, EY, Deloitte, PwC, Fiserv, Balyasny Asset Management, William Blair, and other major employers.
- Personally stewarded more than 150 donor accounts, building a sustainable advancement pipeline.

Strategic Outcomes and Legacy

- Achieved a 100 % job-placement rate for AIM students, with starting salaries averaging 35+% higher than program baseline.
- Created a culture of continuous improvement through assessment systems, aligning faculty outcomes with employer needs.
- Transitioned AIM from a standalone track into a university-wide symbol of excellence in applied, ethical, and technology-infused finance education.

Director, AIM–FinTech: Applied AI and Business Intelligence
Marquette University | 2022 – 2024
Program Genesis and Leadership

Founded and directed one of the first business-school programs in the United States to integrate applied artificial intelligence and data science directly into finance education. Conceived the concentration's framework, designed the initial and terminal courses, obtained university approvals, and hired Dr. Hunter Sandidge to co-build and expand the intermediate sequence. Together, they developed a continuously evolving curriculum that unites business reasoning, quantitative modeling, and AI ethics into a single applied-learning ecosystem.

Program Design and Pedagogical Innovation

- Created the FinTech: Applied AI and Business Intelligence concentration as a cornerstone within the AIM major, fusing finance, data science principles, coding, and AI ethics.
- Authored and taught the program's introductory and final courses, which bookend the student experience.
- Oversaw the development of modular, stackable micro-certifications in data analytics, automation, and applied AI, allowing undergraduates to earn career-relevant credentials before graduation.
- Established a multi-language AI laboratory environment, enabling students to prototype machine-learning bots, build APIs, and automate financial analysis across SQL, HTML, and Python frameworks, amongst others.

Ethics and Human-Centered Integration

- Embedded human–machine collaboration and ethical AI decision-making as core learning outcomes from the program's inception.
- Required all students to document and defend AI design decisions through structured reflections emphasizing transparency, bias mitigation, and governance.
- Co-taught modules with Dr. Sandidge exploring the integration of humans, machines, and artificial intelligence as a continuous applied-ethics exercise.

Impact and Reach

- Elevated Marquette to national recognition for pioneering the operationalization of AI within an applied finance curriculum.
- Graduates demonstrate advanced competence in automation, analytics, and responsible AI use, positioning the program as a model for business schools seeking to modernize curricula.
- Supported the creation of Praximae, a cloud-based AI learning platform that operationalizes many of the program's design principles.
- Created the foundational architecture for applied AI education at Marquette Business; subsequent college-wide programs adopted a streamlined version of this framework to extend access across disciplines.
- Provided a structural foundation for the subsequent AI Development & Valuation program, which now extends FinTech principles across undergraduate, graduate, and executive levels.

Legacy and Continuity

After establishing the program and guiding its early success, Dr. Wall appointed Dr. Sandidge as full-time director to continue iterative development, ensuring that the program remains a living laboratory for applied AI education. The collaborative architecture they built endures as a benchmark for ethical, interdisciplinary innovation in finance.

Co-Developer, AI Development & Valuation
Marquette University | 2025 – Present
Program Vision and Architecture

Co-developed **AI Development & Valuation**, a first-of-its-kind applied-AI curriculum designed to teach students and executives how to build, govern, and financially value intelligent systems. Conceived as a modular, micro-credentialed ecosystem, it links undergraduate, graduate, and executive learners through a unified applied-AI core. The program blends quantitative modeling, technical design, and ethical reasoning, treating AI not as a peripheral skill but as a new language of enterprise value creation.

Design and Integration

- Co-authored the program's architectural blueprint with Dr. Hunter Sandidge, combining Dr. Wall's valuation and ethical-governance expertise with Dr. Sandidge's engineering and systems background.
- Engineered a stackable credential model, enabling learners to earn successive micro-certificates culminating in full executive-education qualifications.
- Integrated the curriculum across Finance, Accounting, Computer Science, and Engineering, creating one of Marquette's first truly cross-college academic offerings.
- Developed assessment frameworks aligning technical competence with ethical maturity and practical valuation outcomes.

Innovation in Pedagogy

- Courses emphasize design-by-dialogue, where students co-work with large language models and must document reasoning, trade-offs, and governance decisions.
- Introduced the concept of AI Transparency Portfolios, requiring students to maintain open records of model prompts, data provenance, and output verification.
- Applied Dr. Wall's specifications-grading system to ensure consistency, auditability, and fairness across projects.

Industry and Research Collaboration

- Developed partnerships with NASA, PwC, and financial technology firms to prototype valuation methods for intelligent systems.

- Serves as faculty co-PI on interdisciplinary research exploring how applied-AI valuation metrics intersect with enterprise risk, capital allocation, and ethical oversight.
- Support the operation of Praximae, and partner with Citizen Data Science to ensure state-of-the-art programming and practice is available for our students.

Impact and Recognition

- Recognized internally as Marquette's model for responsible, scalable AI education.
- Positioned Marquette as a thought leader among Jesuit institutions in aligning humanistic ethics with frontier technology.

Chair (Dean-Equivalent), Department of Business Administration
Carthage College | 2009 – 2014
Administrative Leadership
Served as the senior academic and operational leader for the Department of Business Administration, overseeing all programs in Accounting, Finance, Management, and Marketing. Functioned as the de facto Dean of Business, responsible for strategy, assessment, accreditation alignment, and faculty development during a period of rapid enrollment growth and curricular redesign.

Program Creation and Growth

- Created and founded the Finance major, growing it from one student to more than 100 within four years and making it one of the college's top programs.
- Co-created and launched the Master of Science in Business Design and Innovation, a one-year graduate program focused on design thinking and applied creativity in business problem-solving.
- Expanded departmental enrollment from ≈ 240 to ≈ 400 students, positioning Business Administration as one of the largest divisions on campus.

Strategic Planning and Assessment

- Authored the department's first comprehensive five-year strategic plan, introducing measurable outcomes for every business discipline.
- Implemented department-wide assessment processes that produced 13–38 percent gains across ETS exam performance indicators in all business fields.
- Led curriculum redesigns for core courses, including Introduction to Business and Technology, establishing enduring learning objectives still in use.

Innovation and Scholarship Culture

- Introduced the Carthage Business Scholarship Competition, awarding over $250,000 annually to high-achieving prospective students; maintained > 50% retention for the top scholars.
- Founded Velocity Consulting, the first 100 percent student-run, full-service consulting company in the college's history, serving regional firms and nonprofits with measurable community impact.
- Co-founded The Carthage Vanguard, a multidisciplinary undergraduate research journal that achieved national peer-review recognition within its first year.

Service and External Partnerships

- Built new corporate partnerships with the Chicago Board of Options Exchange, establishing Carthage as one of four higher-education institutions collaborating on derivatives education.
- Created international internships in Guangzhou, China, providing placements for students in a top 100 Chinese firm.
- Oversaw faculty recruitment, budgeting, and donor engagement for new academic initiatives.

Teaching and Mentorship

- Continued to teach undergraduate and graduate courses in Accounting and Finance, recognized for experiential, project-based design.
- Mentored over 80 students through Velocity Consulting and departmental research projects, many now serve in senior corporate and finance roles.
- Named Advisor of the Year (2015) for distinguished student development and service.

Enduring Impact

Carthage's business programs remain structurally anchored in the systems, learning-outcome frameworks, and applied-learning models established during this tenure. The department's emphasis on design thinking, ethics, and experiential learning continues to define its identity today.

Director, Finance Program and Major
Carthage College | 2009 – 2014
Program Founding and Vision

Founded and directed the Finance Major at Carthage College, transforming a single finance elective into a full major with a rigorous, applied curriculum rooted in quantitative reasoning, ethics, and professional readiness. Designed the program to bridge the liberal arts foundation of Carthage with the analytical rigor of Wall Street, an approach that became the college's model for integrating professional education in a liberal arts college.

Curriculum Design and Innovation

- Authored the complete course sequence for the Finance major, including Corporate Finance, Investments, Financial Modeling, and Derivatives & Risk Management.
- Developed 20+ unique courses across Accounting, Finance, and Business Analytics; many are still taught in evolved forms today.
- Integrated simulation-based learning, Excel modeling, and data visualization into all upper-level courses years before such tools were mainstream in undergraduate finance education.
- Introduced the Senior Applied Finance Project, a capstone experience requiring students to produce and defend a comprehensive valuation report before faculty and industry practitioners.

Student Outcomes and Growth

- Scaled the program from 1 student at inception to over 100 declared majors, representing one of the fastest-growing concentrations in Carthage history.
- Achieved >95% job placement within six months of graduation, with alumni entering top-tier firms in Chicago, Milwaukee, and New York.
- Alumni starting salaries exceeded college-wide averages by more than 40 percent, reflecting the program's market relevance and applied focus.

Industry Integration

- Built long-term partnerships with the Chicago Board Options Exchange (CBOE), Hospira, Deloitte, and Northern Trust.
- Collaborated with the (CBOE) on derivatives education initiatives, allowing students to earn professional exposure and certification credit and experiential trips to Chicago every year.

Mentorship and Legacy

- Established a mentoring system linking students with alumni professionals to support career readiness, personal development, and networking.
- Many of the program's first graduates now serve as senior analysts, managing directors, and vice presidents, often returning as guest speakers and mentors.

Assistant Professor of Accounting and Finance,
Carthage College | 2008–2015
Joined the faculty after adjunct teaching at Marquette University (2008–2009). Developed and delivered 20+ courses across finance, accounting, and business analytics, emphasizing applied modeling, valuation, and data-driven decision-making. Recognized for innovation in pedagogy and student outcomes that informed the later design of the AIM and Applied AI programs at Marquette.

Selected Visiting & Executive Teaching Engagements

- **Case Western Reserve University (Weatherhead School of Management)** – Taught Job Seeking, Emerging Technologies, and translating skills for career transitions to PhD and executive students (2019, 2025).
- **Linfield University (Graduate School of Business)** – Led intensive module on NFTs, Decentralized Finance Applications, Emerging Technologies, and Disruptive Financial Applications (2022-2024).
- **Carthage College (Graduate Business Program)** – Delivered weekend residencies on Disruptive Financial Applications, *AI, Blockchain, and Ethics in Business Transformation* (2016–2024).

Dr. Wall's administrative leadership at Marquette University and Carthage College reflects a sustained commitment to building academic systems that align ethics, technology, and applied learning. Across programs such as AIM, FinTech, and AI Development & Valuation, he has demonstrated how disciplined innovation can scale without losing its human core. The following sections summarize his teaching philosophy, scholarship, and service. He continues to model how ethical, data-informed education can prepare students and institutions for lasting impact.

Teaching Experience

Marquette University | 2015–Present
As the Flynn Chair and Associate Professor of Accounting Ethics and Applied Innovation, Dr. Wall has transformed the classroom into a mentorship space where learning is co-created through inquiry, experimentation, and transparent collaboration with artificial intelligence. His approach merges ethical reflection with applied analytics, emphasizing that mastery arises through struggle, iteration, and accountability.

Pedagogical Approach
Dr. Wall teaches through a mentorship model rather than traditional lecturing. Each course functions as a workshop in problem-solving and ethical reasoning. Students begin by confronting uncertainty, constructing hypotheses, testing them with data and AI tools, and defending their reasoning in open dialogue. Every stage is documented and auditable, creating a living archive of their intellectual growth.
This design allows students to experience the practical ethics of machine-assisted reasoning firsthand. By requiring documentation, reflection, and model transparency, Dr. Wall teaches how to think with intelligent systems while preserving human judgment at the center of the process.

AI Development & Valuation Curriculum (2025–Present)
Dr. Wall designed and leads the AI Development & Valuation sequence (ACCO 4210–4260), a six-course innovation track that teaches students to build, value, and ethically govern intelligent systems. The curriculum progresses from AI fundamentals and automation

(4210) through applied valuation and AI agents (4220) to machine learning & intelligent apps (4230) to startup incubation (4240), ethical frameworks (4250), and civic impact (4260).

He currently teaches ACCO 4220 – AI Development & Valuation II (Valuation, Generative AI Applications, AI Agents, and Pitching), co-teaches ACCO 4250 – Ethical Frontiers: AI in the Modern World, and directs ACCO 4260 – Being the Difference, in which students complete professional certifications and community service projects. The curriculum now serves as a model for AI education across Marquette's College of Business and partner institutions that he started in AIM, but has since become the template for multiple new concentrations launched across the college.

AI-Enhanced Financial Statement Analysis
In Financial Statement Analysis (ACCO 4080/5080), Dr. Wall introduced one of the first fully transparent AI-integrated learning systems in business education. Each student team completes a series of valuation projects using large language models to analyze, forecast, and recast financial statements for public firms. The AI interaction transcripts, often hundreds of pages long, serve as both process documentation and an ethical audit.

Dr. Wall co-developed a specifications-grading framework that evaluates reasoning quality, verification, and depth of reflection rather than rote accuracy. The result has been unprecedented engagement: students collaborate spontaneously before deadlines, share models, and lead "AI reflection sessions" where they collectively debug and debate their outputs. The course now stands as a reference model for applied AI pedagogy across Marquette University.

Courses Taught and Designed
Dr. Wall has developed and delivered over twenty undergraduate and graduate courses in accounting, finance, and applied technology. Selected examples include:

- **ACCO 4080/5080: Financial Statement Analysis** – Complete course redesign emphasizing real-world projects, data analytics, and AI transparency.
- **FINA 4075/5075: FinTech Applications** – Introduces automation, API development, and AI model-building for valuation and business process innovation.
- **AIM 4410: Identifying, Building, Creating, and Communicating FinTech Opportunities** – Guides students in building intelligent valuation systems that integrate AI, Fintech, ethics, analytics, and automation.
- **AIM 4470: Applied Regulatory Technology and Ethical Valuation** – Co-developed with external partners to explore regulatory frameworks and human–machine accountability.
- **ACCO 6535: Fraud Examination and Forensic Analytics** – Blends behavioral ethics, data interrogation, fraud detection, and forensic accounting through large-scale datasets and live cases developed by Dr. Wall that self-evolve.
- **BUAD 4931: Distributed Ledger Technologies (Blockchain I–III)** – Created one of the first stackable blockchain modules in the business curriculum, later integrated into the FinTech concentration.

He has also directed Justice for Fraud Victims, a collaborative course with the Wisconsin Department of Justice and the Waukesha District Attorney's Office, where students investigate live fraud cases for potential prosecution, translating classroom ethics into civic practice.

Outcomes and Recognition
Through these courses, Dr. Wall's pedagogy has achieved measurable impact:

- Course engagement and assurance of learning rates exceed prior baselines by more than 25 percent.
- Student evaluations consistently rank among the highest in the college, citing clarity, mentorship, and innovation.
- Alumni routinely attribute career success to his project-based mentoring model, which trains them to operate ethically under ambiguity.
- His course designs have been featured in university advancement and national innovation showcases for their integration of transparency, ethics, and technology.

Carthage College | 2008–2015
Before joining Marquette, Dr. Wall served as Chair of the Department of Business Administration and Assistant Professor of Accounting and Finance at Carthage College. There, he developed and taught over twenty original courses and pioneered simulation-based and project-driven pedagogy far before it became mainstream in business education.

He founded and directed Velocity Consulting, the first 100 percent student-run consulting firm in the college's history, and created the Finance Major, a program that grew from one to over 100 students in four years. His courses in Security and Portfolio Analysis, Options and Derivatives, and Emerging Markets integrated real-time trading simulations, field research in China and the United Kingdom, and applied valuation exercises that anticipated the experiential-learning frameworks he would later refine at Marquette.

Teaching Philosophy
Dr. Wall views teaching as the ethical act of preparing students to reason in the face of uncertainty. His classrooms are laboratories for reflective experimentation, where failure is treated as data and curiosity as method. Whether working with undergraduates, graduate students, or executives, he insists that technology must never replace thinking: it must expose it.

The enduring goal is not to automate intelligence but to cultivate it: to graduate professionals who can design, question, and lead intelligent systems responsibly.

Publications, Grants, and Awards

Dr. Wall's peer-reviewed research, editorial service, and recognized scholarship reflect a sustained focus on ethics, governance, and applied innovation in accounting and finance. His contributions demonstrate a consistent commitment to transparency, professional responsibility, and data-driven learning across academia and practice.

Peer-Reviewed Publications

2025 Guiter, S., & Wall, J. Thinking Outside the (Space) Box: Researching Vibration, Microgravity, Auditory, Visual, and Olfactory Factors for Optimal Productivity. International Conference on Environmental Systems (ICES). Presented in Prague, Czech Republic. (B)

2025 Scheetz, A., Wall, J., & Wilson, A. In the Money: How Stock Option Vesting Period Works with Strike Price to Influence Whistleblowing. Research on Professional Responsibility and Ethics in Accounting. (AB)

2024 Cashman, G. D., Harrison, D., Sheng, H., & Wall, J. To Change or Not to Change: The Informativeness of REIT Annual Reports. Journal of Real Estate Research. (A)

2023 Holderness, K., Scheetz, A., & Wall, J. Outsiders Looking In: Do Contingent Workers Whistleblow? Journal of Forensic Accounting Research. (AB)
2022 Scheetz, A., Wall, J., & Wilson, A. Restricted Stock is on the Rise: What Does this Mean for Whistleblowing? Journal of Forensic Accounting Research. (AB)
2021 Scheetz, A., Wall, J., & Wilson, A. Perception of Internal Controls Helps Explain Whistleblowing. Nonprofit and Voluntary Sector Quarterly. (A)
2021 Rich, K., Roberts, B., Wall, J., & Zhang, J. Toward an Understanding of Year-over-Year Changes in Municipal Management Discussion and Analysis Disclosures. Advances in Accounting. (AB)
2020 Suh, I., Sweeney, J., Linke, K., & Wall, J. Boiling the Frog Slowly: The Immersion of C-Suite Financial Executives into Fraud. Journal of Business Ethics, 162, 645–673. (A)
2020 Wall, J., Gissel, J., & Fogarty, T. Why Punishment Does Not Fit the Crime: Experimental Evidence that Situational Circumstances Crowd Out Damage Done. Journal of Forensic Accounting Research, 5(1), 142–176. (AB)
2020 Scheetz, A., Smalls, T., Wall, J., & Wilson, A. Do Employee Fraud Reporting Intentions Differ between For-Profit and Nonprofit Organizations? Journal of Governmental and Nonprofit Accounting, 9(1), 94–117. (AB)
2020 Ling, Q., Scheetz, A., & Wall, J. Lowering Standards: Unintended Consequences of 990-N and Value Congruence on Donor Decision Making. Journal of Forensic and Investigative Accounting, 12(2), 262–283. (AB)
2019 Scheetz, A., & Wall, J. Making Crime Pay: Timing of External Whistleblowing. Research on Professional Responsibility and Ethics in Accounting, 22, 1–30. (B)
2019 Wall, J., & Gissel, J. Board of Directors' Sanction Judgments: The Effect of Situational Factors. Journal of Managerial Issues, 31(1), 85–112. (B)
2018 Crumbley, L., Wall, J., Kilbourne, L., & Blair, C. Cryptocurrencies Are Taxable and Not Free from Fraud. Tax Notes, January 8, 161–169. (B)
2017 Akers, M., Giacomino, D., Li, X., & Wall, J. Measuring EQ of Chinese Accounting Students. Review of Business Information Systems, 21(2), 11–26. (B)
2017 Shields, J., Rivera, J., & Wall, J. Building a Business Model for Funding Undergraduate Research. Scholarship and Practice of Undergraduate Research, 1(1), 63–69. (BC)
2016 Wall, J., & Fogarty, T. Foxes in the Henhouse: An Exploratory Inquiry into Financial Markets Fraud. Journal of Forensic and Investigative Accounting, 8(1), 120–139. (AB)
2009 Giacomino, D., Wall, J., & Akers, M. Revisiting Financial (Accounting) Literacy: A Comparison of Audit Committee Members and Business Students. American Journal of Business Education, 2(3), 31–38. (B)

Editorial and Reviewer Service

Associate Editor
Journal of Forensic Accounting Research (2019–2022)
Publications Committee Member
Forensic Accounting Section, American Accounting Association (AAA) (2020–2022)
Strategic Planning Committee Member
Forensic Accounting Section, AAA (2021–2022)
Paper Chair
Forensic Accounting Midyear Meeting, AAA (2020)
Ad-Hoc Reviewer History
Reviewed over 85 manuscripts for: AAA Annual Meeting (and section meetings as discussant); Accounting Behavior and Organizations Section; Auditing Section; Forensic Accounting Section; Government and Nonprofit Accounting Section; Ohio Regional Section;

Accounting and the Public Interest; Advances in Accounting Behavioral Research; Business Ethics: A European Review; Journal of Business Ethics; Journal of Forensic Accounting Research; Journal of Forensic and Investigative Accounting; Journal of Managerial Issues; Managerial Auditing Journal.

Editorial Board Memberships

Journal of Forensic Accounting Research (2019–2022)
Journal of Forensic and Investigative Accounting (2018–2023)

Grants and Awards

2022 Best Paper Award, American Real Estate Society – Real Estate Investment. "To Change or Not to Change: The Informativeness of REIT Annual Reports." (Winner)
2020 Brennan Master Teaching Award, Marquette University College of Business. (Winner)
2020 Best Paper Award, AAA Public Interest Section – Best Quantitative Paper Overall. "How Stock Options Influence People to Whistleblow." (Winner)
2020 Best Paper Award, AAA Public Interest Section – Forensic Subsection. "How Stock Options Influence People to Whistleblow." (Winner)
2020 Best Paper Award, AAA Annual Meeting – Forensic Accounting Section. "Outsiders Looking In: Do Non-Permanent Workers Whistleblow?" (Winner)
2020 Outstanding Service Award, AAA Forensic Accounting Section. (Winner)
2019 Best Paper Award, AAA Annual Meeting – Government and Nonprofit Section. "Lowering Standards: Unintended Consequences of 990-N and Value Congruence on Cost Shifting." (Winner)
2019 Best Paper Award, AAA Forensic Accounting Section Midyear. "Crowding Out Best Practice: Circumstances Matter More than Rules." (Winner)
2018 Ow, T., & Wall, J. Artificial Intelligence and Distributed Ledger Technologies (Blockchain). PwC INQuires – Funded Grant.
2018 Scheetz, A., Wall, J., & Wilson, A. Stock Compensation and Fraud. Institute of Management Accountants – Funded Grant.
2017 Fogarty, T., Summers, J., & Wall, J. Hacking Wall Street. Institute for Fraud Prevention – Finalist.
2017 Scheetz, A., Wall, J., & Wilson, A. Non-Profit versus For-Profit Fraud. Radford University Research Award – Funded Grant.
2016 Glen McLaughlin Prize for Research in Accounting Ethics. "Boiling Slowly the Frog: The Immersion of C-Suite Financial Executives into Fraud." University of Oklahoma (2015–2016 Winner).
2013 Doctoral Consortium Fellow, J. Michael Cook Doctoral Consortium, Lake Tahoe, CA – AAA and Deloitte.
2010 Cyr, A., & Wall, J. The Market for Insurance Majors: An Exploratory Analysis of Local Stakeholders. Wisconsin Foundation for Independent Colleges – Funded Grant.

Academic Mentorship and Committees

2019–2020 Maysa Basoudan, Accounting Ph.D. Candidate, Case Western Reserve University – Dissertation Committee Member.

Selected Conference Presentations

Representative conference engagements include:

- AI4 (2022–2024) Invited participant; collaborator on AI initiatives (2022, 2023, 2024). Invited but declined for 2025 due to conference policy changes.

- "Using Experiential and Service-Based Learning in a Fraud and Forensic Accounting Class," AAA Annual Meeting, Forensic Accounting Section Workshop Panelist (2021).
- "Cybercrime is Getting Worse: Blockchain Primer and Blockchain-Enabled Fraud," National Fraud and Forensic Accounting Conference (2021, 2022).
- "Outsiders Looking In: Do Non-Permanent Workers Whistleblow?" AAA Forensic Accounting Midyear Meeting (2020).
- "Lowering Standards: Unintended Consequences of 990-N and Value Congruence on Cost Shifting," AAA Annual Meeting (2019).
- "Board of Directors' Sanction Judgments: The Effect of Situational Factors," AAA Auditing Section Midyear Meeting (2018).

Dr. Wall has presented over 40 peer-reviewed papers, workshops, and panels at national and international conferences, including AI4, the AAA Annual Meeting, the AAA Fraud and Forensic Accounting Conference, and related ethics and innovation symposia.

Areas of Interest and Research that Matters

Dr. Wall's research examines how ethics, data, and decision-making intersect within modern systems of value creation. His work explores how intelligent technologies, particularly artificial intelligence, reshape accountability, governance, and performance measurement in organizations. Across more than a decade of peer-reviewed publications, his scholarship has developed a unifying theme: how transparency, incentive design, and ethical architecture determine whether technology amplifies integrity or erodes it.
Core Research Domains

Ethics, Fraud, and Behavioral Decision-Making
Dr. Wall's foundational research stream examines how individuals rationalize misconduct within structured systems. His experimental work on ethical immersion and fraud cognition demonstrates how subtle institutional cues can alter professional judgment, even among well-intentioned decision-makers. This line of inquiry, published in journals such as the Journal of Business Ethics and Research on Professional Responsibility and Ethics in Accounting, has informed the design of professional skepticism frameworks, discussions of whistleblowing policy, and fraud-prevention training across academic and professional communities.

Applied AI and Valuation Transparency
A second stream focuses on how artificial intelligence and automation can be deployed ethically in valuation, reporting, and decision contexts. Dr. Wall's current projects, often co-authored with Dr. Hunter Sandidge and industry partners, develop frameworks for "auditable intelligence": AI systems designed with verifiable reasoning chains. His work in this domain bridges accounting and data science, producing practical models for explainable AI, algorithmic accountability, and fair-value estimation. This research underpins Marquette University's AI Development & Valuation curriculum and informs ongoing national discussions about governance and assurance in AI-assisted analytics.

Environmental, Contextual, and Human Factors Research
Extending beyond traditional business settings, Dr. Wall collaborates with NASA and the ESA to explore how environmental and sensory variables affect human productivity in extreme conditions. His recently published and presented peer-reviewed paper, Thinking Outside the (Space) Box (ICES, 2025, Prague), analyzes vibration, microgravity, auditory,

visual, and olfactory effects on performance and proposes financial optimization models for mission design. This interdisciplinary work links physiological research to applied finance by quantifying how environmental design can simultaneously enhance economic and human outcomes. It also exemplifies Dr. Wall's broader philosophy: that ethical and technical systems should be co-designed to improve both organizational and human performance. It highlights his thoughts on best practices at a university, involving students as co-authors and co-presenters, extending research from the classroom into the world to solve problems.

Research Philosophy

Dr. Wall approaches scholarship as both a scientific and moral enterprise. His studies combine empirical rigor with ethical reflection, asking not only whether a system functions efficiently but whether it serves the people within it. Each research project is conceived as part of a larger educational ecosystem that invites student participation, transparency, and replication. He regularly integrates undergraduate and graduate collaborators into live research, training them to gather data, perform statistical analyses, and document results for publication.

This philosophy has produced an emerging body of work that blurs the boundary between teaching and discovery: students learn by contributing to studies that advance the field, while research outputs simultaneously enrich classroom case studies and professional workshops. In this model, ethics, innovation, and valuation are not parallel pursuits. They are mutually reinforcing elements of an applied science of integrity.

Current and Emerging Directions

Dr. Wall's ongoing projects continue to integrate ethical AI and valuation in both terrestrial and aerospace contexts. His active research initiatives include:

- Teaching others how to immerse high-quality AI initiatives within their existing courses and quantifying the gains from doing so.
- Improving how space missions price human time used in outer space by combining engineering, finance, and cost accounting models in a unified framework.
- Exploring how AI can analyze and communicate flight rule discrepancies in space through onboard systems promptly.

Collectively, these initiatives advance a single objective: to build educational, financial, and technological systems that reward ethical reasoning as a form of intelligence.

Industry Experience

Praximae, Inc., CEO, Founder

Brookfield, WI | 2023–Present

- Developed modular AI learning environments integrating synthetic avatars, microlearning design, and adaptive feedback systems.
- Guides product and research strategy for next-generation learning systems serving academic, corporate, and lifelong learners.

Citizen Data Science, LLC

Brookfield, WI | 2025-Present

- CitizenDS is an intuitive platform that transforms raw data into clear, actionable insights with no coding or technical expertise required
- Build the future of accessible data science by enabling users to get to time to first insight in under 3 minutes, explore trends, and make better decisions faster

Consultant and Strategic Innovator

Brookfield, WI | 2017–Present

- Paid keynote and workshop engagements for Big Four Accounting firms, Wall Street, Universities, firms, and associations on topics including AI, process mapping, job upskilling, automation, valuation, blockchain, fraud analytics, ethics, and auditable governance systems.
- Designs short-form and multi-session executive education content focused on measurable applied outcomes.
- Provides expert witness testimony on valuation, forensic reconstruction, and board-level decision-making.

Real Estates in Motion, LLC, Co-Founder and Managing Member
Brookfield, WI | 2012–Present

- Oversee acquisitions and financial management of residential and commercial real estate investments in the greater Chicago and Milwaukee areas.
- Maintains superior ROI performance compared to comparable regional investments.

Investments in Motion, LLC, Founder and Managing Member
Brookfield, WI | 2017–2022

- Partnered with former students to identify high-return opportunities based on fundamental valuation mismatches.
- Firm outperformed market benchmarks annually with low volatility through disciplined analytics and student co-research partnerships.

Ideas in Motion, LLC, Co-Founder and Managing Member
Brookfield, WI | 1998–2015

- Founded and managed a hedge fund specializing in convertible arbitrage, risk, and event-driven strategies.
- Registered as Series 7, 24, and 27; licensed Chief Financial and Compliance Officer of a NYSE Arca member firm.
- Generated net returns exceeding 25% annually for 17 consecutive years with one of the lowest risk profiles in the industry.

Burke Trading, Chief Trader
Chicago, IL | 1996–1998

- Directed equity and credit trading operations. Implemented computerized risk-management systems that increased profitability by over 35%.
- Designed and automated profit-and-loss balancing models to optimize daily execution.

PTM & Company, Trader
Chicago, IL | 1993–1996

- Created and tested convertible arbitrage and closed-end fund strategies, managing a three-member trading team.
- Developed risk-arbitrage trading systems, increasing activity and profitability by 40%.

JMW Enterprises, Inc., President and Founder
Dallas, TX | 1990–1998

- Founded and operated a commercial real estate venture funded through the U.S. Small Business Administration.
- Managed acquisition and operations of an entertainment property to finance undergraduate education and family obligations.

Professional Affiliations and Certifications

- **Association of Certified Fraud Examiners (ACFE)** – Certified Fraud Examiner (CFE); Treasurer, Milwaukee Chapter 165 (2019–2025).

- **American Accounting Association (AAA)** – Member, Forensic Accounting, Accounting Ethics, and Public Interest Sections (2012–2023).
- **Institute of Management Accountants (IMA)** – Member (2017–2020).
- **Academy of Management (AOM)** – Member (2012–2014).
- **Federal Aviation Administration (FAA)** – Licensed Private Pilot (not current).

University and Community Service

Marquette University

University-Level Service

- Developed corporate and alumni partnerships with over 80 firms, including Abbott, Amazon, Deloitte, Fiserv, Google, Harley-Davidson, Johnson Controls, Microsoft, and PwC.
- Media and public engagement contributor: Marquette Today, BizTimes, Yahoo Finance, Chicago Tribune, Wisconsin Bankers Association, and others.
- Committee Member, Innovation Alley (with College of Engineering, 2020).
- Academic Integrity Council Investigator and Judge (2016–2018).

College-Level Service

- Member, Applied AI & Analytics Committee (2023).
- Chair, Research Committee (2022); Member (2019–2022).
- Building Committee and Technology Design Leader (2019–2023).
- Strategic Planning Task Force (2018–2019).
- Shadow Visits and Parent Engagement Representative (2016–Present).

Department-Level Service

- Adviser and Mentor for AIM Program; over 150 hours per semester of coaching, research, and competition support (2016-2025).
- Faculty Lead, CFA Institute Research Challenge and Justice for Fraud Victims Project (2016-2025).
- Developer of independent study curricula in Auditing Analytics, Finance for Lawyers, and Fraud Investigation.
- Committee Chair, Horngren Speaker Series (2017–2018).

Carthage College (Prior Service)

- Founding Board Member, Velocity Consulting (first 100% student-run full-service consulting firm).
- Founding Board Member, The Carthage Vanguard (undergraduate peer-reviewed research journal).
- Advisor of the Year (2015).
- Extensive committee service: curriculum planning, entrepreneurship search, undergraduate research, and symposium design.
- Faculty advisor for multiple student organizations, including Enactus, Finance & Investment Club, and Accounting Association.
- Partnered with CBOE to create student research collaborations.
- Established a summer internship program in Guangzhou, China, for undergraduate students.

Integration of Industry, Service, and Scholarship

Dr. Wall's career integrates more than two decades of financial, technological, and ethical leadership. His work unites applied research, entrepreneurial practice, and institutional service to advance the responsible use of AI and analytics in both education and enterprise.

Whether mentoring students, advising industry partners, or developing AI-enabled valuation systems, he demonstrates a sustained commitment to translating innovation into societal impact: building programs, partnerships, and people that embody Marquette's mission of Being the Difference.

Statement on Transparency and Collaboration

This document was developed collaboratively by Dr. Joseph Wall in partnership with advanced artificial intelligence systems as part of his ongoing research and practice in responsible human–machine co-creation. All content, structure, and decisions reflect Dr. Wall's authorship, critical judgment, and final approval. The integration of AI assistance aligns with his academic work on ethical innovation and the transparent use of intelligent systems in professional creativity and education.