

Auburn Business Students Advance in National Ethics Case Competition

MBA and MAcc students earn second-round berth among 15,000 competitors - advised by Drs. O.C. and Linda Ferrell.



Elle Jones, Steel Yeargain, Caroline Kracke, Tomas Tonsmeire, Carter Morgain, and Riley Oberkirch at the 2026 Daniels Fund National Ethics Case Competition.

Six Auburn University business students took their ethics education to a national stage this spring, competing among approximately 15,000 students from across the country in the 2026 Daniels Fund National Ethics Case Competition, co-sponsored by Texas A&M University, with a \$250,000 prize pool. MBA and MAcc students Elle Jones, Steel Yeargain, Caroline Kracke, Tomas Tonsmeire, Carter Morgain, and Riley Oberkirch; advised by Drs. O.C. and Linda Ferrell; advanced to the second round of the multi-stage competition.

A Rigorous, Multi-Round Challenge

The first round required a written essay analyzing a real-world ethical dilemma facing a specific industry and firm. Advancing through that round, the team then developed an original ethics case; a demanding exercise that concluded in March 2026.

Auburn reached the final round of the competition in 2025; this year's second-round advancement continues that tradition of excellence.

Lessons That Last

Team members reflected that the experience significantly deepened their understanding of ethical decision-making; reinforcing the Center's mission to develop principled leaders prepared for real-world business challenges.

“The competition deepened our understanding of ethical decision-making in ways that go beyond the classroom.”