

KELCE COLLEGE CURRICULUM VITAE

PERSONAL INFORMATION

Name: Connie Shum **Rank:** Full Professor
Department: Economics, Finance and Banking **Office:** KC: 202
E-mail: cshum@pittstate.edu **Phone:** (620) 235-4568

EDUCATION AND PROFESSIONAL CREDENTIALS

DBA	Louisiana Tech University, 1988, Finance
MBA	Northeast Louisiana University, 1984, Business Administration
BS	Brigham Young University-Hawaii, 1981, Secretarial Science, and Office Management

PROFESSIONAL CERTIFICATIONS AND LICENSURES

Chartered Financial Analyst (CFA)	September 2001 - Present
Certified in Financial Management (CFM)	May 2000 - Present
Certified Management Accountant (CMA)	January 2000 - Present
Certified Public Accountant (CPA)	November 1996 - Present

EMPLOYMENT HISTORY

August 2005 - 2013	Pittsburg State University Professor
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SCHOLARLY PUBLICATIONS

Refereed Journal Articles

- Lui, G., Shum, C. (2012). Outcome-based Education and Student Learning in Managerial Accounting in Hong Kong. *Journal of Case Studies in Accreditation and Assessment*, 2, 4-15.
- Bracker, K. S., Shum, C. (2011). Faculty Perceptions of and Attitudes towards the CFA Designation. *Journal of Financial Education*, 37(3/4), 1-44.
- Shum, C., Chan, K. C. (2011). Student Engagement and Performance in Principles of Finance. *Advances in Financial Education*, 9(1 & 2), 1-20.

Cheng, S., Lui, G., Shum, C., Wong, A. (2011). The Influence of Corporate Governance Structure on Executive Pay. *Research in Business and Economics Journal*, 3, 109-125.

Shum, C., Chan, K. C., Thapa, S. (2009). Finance Faculty Perception of Teaching, Research, and Services Performance Evaluation. *Journal of Financial Education*, 35, 42-65.

Lui, G., Shum, C. (2008). Analysts' Earnings Forecast of Chinese Firms: Accuracy and Determinants. *Journal of Business and Accounting*, 1(1), 85-94.

Conference Proceedings

Cheng, S., Lui, G., Shum, C. (2013). *Corporate Governance, Ownership and Stock Price during Financial Crisis*. Proceedings of the 20th Annual Meeting of the American Society of Business and Behavioral Sciences.

Lui, G., Shum, C., Tam, W.-H. (2013). *Impact- and Principle-Based Approach for the Post-Financial Crisis Teaching of Accounting Ethics*. Proceedings of the 11th Annual Hawaii International Conference on Education.

Cheng, S., Lui, G., Shum, C., Tam, W.-H. (2012). *Did Corporate Governance Safeguard Investor Interest in the Global Financial Crisis?* Proceedings of the Academy of Business Research Spring 2012 Conference.

Shum, C., Chan, K. C. (2011). *Student Engagement and Performance in Principles of Finance*. Proceedings of the 18th Annual Meeting of the American Society of Business and Behavioral Sciences.

Lui, G., Shum, C. (2010). *Impact of Remuneration Committee on Director's Remuneration in Hong Kong*. Proceedings of the 10th annual Hawaii International Conference on Business.

Lui, G., Shum, C. (2010). *Using an Outcome-based Education Approach to Facilitate Student Learning in Financial Accounting in Hong Kong*. Proceedings of the 17th Annual Meeting of the American Society of Business and Behavioral Sciences.

Lui, G., Shum, C. (2008). *Analysts' Earnings Forecasts of Chinese Firms: Accuracy and Determinants*. Proceedings of the American Society of Business and Behavioral Sciences 15th Annual Meeting.

Lui, G., Shum, C. (2008). *Dispersion of Opinion and Subsequent Stock Returns: Evidence from the China Capital Market*. Proceedings of the Eleventh International Conference.

SCHOLARLY PRESENTATIONS

Paper

Cheng, S. (Author & Presenter), Lui, G. (Author & Presenter), Shum, C. (Author & Presenter), the 20th Annual Meeting of the American Society of Business and Behavioral Sciences, "Corporate Governance, Ownership and Stock Price during Financial Crisis," Las Vegas, NV, USA. (February 2013).

Lui, G. (Author & Presenter), Shum, C. (Author & Presenter), Tam, W.-H. (Author & Presenter), the 11th Annual Hawaii International Conference on Education, "Impact- and Principle-Based Approach for the Post- Financial Crisis Teaching of Accounting Ethics'," Honolulu, Hawaii, USA. (January 2013).

Cheng, S. (Author & Presenter), Lui, G. (Author & Presenter), Shum, C. (Author & Presenter), Tam, W.-H. (Author & Presenter), Academy of Business Research Spring 2012 Conference, "Did Corporate Governance Safeguard Investor Interest in the Global Financial Crisis?," New Orleans, Louisiana, USA. (March 2012).

Shum, C. (Author & Presenter), Chan, K. C. (Author & Presenter), the 18th Annual Meeting of the American Society of Business and Behavioral Sciences, "Student Engagement and Performance in Principles of Finance'," Las Vegas, NV, USA. (February 2011).

Lui, G. (Author & Presenter), Shum, C. (Author & Presenter), The 10th annual Hawaii International Conference on Business, "Impact of Remuneration Committee on Director's Remuneration in Hong Kong'," Honolulu, Hawaii, USA. (May 2010).

Lui, G. (Author & Presenter), Shum, C. (Author & Presenter), The 17th Annual Meeting of the American Society of Business and Behavioral Science, "Using an Outcome-based Education Approach to Facilitate Student Learning in Financial Accounting in Hong Kong'," Las Vegas, NV, USA. (February 2010).

Bracker, K. S. (Author), Shum, C. (Author & Presenter), Financial Education Association Annual Conference, "Faculty Perceptions of and Attitudes towards the CFA Designation," Lauderdale, Florida, USA. (September 2009).

Lui, G. (Author & Presenter), Shum, C. (Author & Presenter), the American Society of Business and Behavioral Sciences 11th International Conference, "Dispersion of Opinion and Subsequent Stock Returns: Evidence from the China Capital Market'," Honolulu, Hawaii, USA. (September 2008).

Lui, G. (Author & Presenter), Shum, C. (Author & Presenter), the 15th Annual Meeting of the American Society of Business and Behavioral Sciences, "Analysts' Earnings Forecasts of Chinese Firms: Accuracy and Determinants'," Las Vegas, NV, USA. (February 2008).

COURSES TAUGHT

Pittsburg State University

FIN 326, 'BUSINESS FINANCE', 25 courses.

FIN 621, INVESTMENTS, 5 courses.

FIN 623, FINANCIAL INSTITUTIONS/MARKETS, 4 courses.

FIN 625, 'INTERNATIONAL FINANCE', 1 course.

FIN 827, 'SEM: INT'L. FINANCE', 1 course.

FACULTY/TEACHING DEVELOPMENT ACTIVITIES

Conference Attendance

Conference Attendance, "20th Annual Meeting of the American Society of Business and Behavioral Sciences," American Society of Business and Behavioral Sciences, Las Vegas, NV. (February 2013).

Conference Attendance, "11th Annual Hawaii International Conference on Education," Honolulu, HI. (January 2013).

Conference Attendance, "The Eleventh Annual Hawaii International Conference on Social Sciences," Honolulu, HI. (May 2012).

Conference Attendance, Academy of Business Research Spring 2012 Conference, New Orleans, TN. (March 2012).

Conference Attendance, "Hawaii International Conference on Education 10th Annual Conference," Honolulu, HI. (January 2012).

Conference Attendance, "International Academy of Business and Economics Annual Conference," International Academy of Business and Economics, Las Vegas, NV. (October 2011).

Conference Attendance, "11th annual Hawaii International Conference on Business," Honolulu, HI. (May 2011).

Conference Attendance, "18th Annual Meeting of the American Society of Business and Behavioral Sciences," American Society of Business and Behavioral Sciences, Las Vegas, NV. (February 2011).

Conference Attendance, "Hawaii International Conference on Education 9th Annual Conference," Honolulu, HI. (January 2011).

Conference Attendance, "10th annual Hawaii International Conference on Business," Honolulu, HI. (May 2010).

Conference Attendance, Southwestern Finance Association Annual Meeting, Dallas, TX. (March 2010).

Conference Attendance, "17th Annual Meeting of the American Society of Business and Behavioral Sciences," American Society of Business and Behavioral Sciences, Las Vegas, NV. (February 2010).

Conference Attendance, "Academy of Business Education conference," Academy of Business Conference, Ft. Lauderdale, FL. (September 2009).

Conference Attendance, "7th Annual Hawaiian International Conference on Education," Honolulu, HI. (January 2009).

Conference Attendance, "American Society of Business and Behavioral Sciences 11th International Conference," American Society of Business and Behavioral Sciences, Honolulu, HI. (September 2008).

Conference Attendance, "American Society of Business and Behavioral Sciences 15th Annual Meeting," American Society of Business and Behavioral Sciences, Las Vegas, NV. (February 2008).

Seminar

Seminar, "Embracing Error--The First Step to Quality Forecasting," IMA Webinar. (June 2013).

Seminar, "Integrated Reporting: The Language of Resilient Business," IMA Webinar. (May 2013).

Seminar, "Budgeting and Forecasting for the Middle-Market: Size No Longer Matters," IMA Webinar. (April 2013).

Seminar, "Ethical Decision-making," IMA Webinar. (April 2013).

Seminar, "CMA Survivor: Do You Have What It Takes?" (November 2012).

Seminar, "Improving Management Reporting and Visibility in the Cloud." (November 2012).

Seminar, "Financial Consolidations and Reporting: Best Practices." (September 2012).

Seminar, "Navigating Conflict." (September 2012).

Seminar, "Measuring ROI of Planning Software," IMA Webinar. (June 2012).

Seminar, "Closing with Confidence, Ensuring Balance Sheet Integrity," IMA Webinar. (May 2012).

Seminar, "How to Be a Transformational Financial Executive," IMA Webinar. (May 2012).

Seminar, "Unlocking the Value of Dynamic Financial Planning," IMA Webinar. (April 2012).

Seminar, "Best Practices in Budgeting and Planning: Views from a CFO and Controller," IMA Webinar. (February 2012).

Seminar, "Best Practices in Consolidation and Reporting," IMA Webinar. (December 2011).

Seminar, "Evaluation Guide for Cloud ERP," IMA Webinar. (November 2011).

Seminar, "How to Maximize Savings and Increase Profits for Your Organizations," IMA Webinar. (November 2011).

Seminar, "Interpersonal Communications," IMA Webinar. (November 2011).

Seminar, "Interviewing Strategies Every Manager Should Know." (November 2011).

Seminar, "Best Practices in Budgeting and Planning—Just in Time for the 2012 Budgeting Cycle," IMA Webinar. (October 2011).

Seminar, "Summon," IMA Webinar. (October 2011).

Seminar, "The Power of Language," IMA Webinar. (October 2011).

Seminar, "Non-financial Report—Why You Should Care," IMA Webinar. (August 2011).

Seminar, "Presentation Skills," IMA Webinar. (August 2011).

Seminar, "The Cloud, CPM and the CFO," IMA Webinar. (August 2011).

Seminar, "Advice from the Tranches: Running Finance in the Cloud-- How to Achieve a Higher ROI and Lower TCO," IMA Webinar. (July 2011).

Seminar, "Cloud Computing: Read Advice from Finance Executives in the Tranches," IMA Webinar. (June 2011).

Seminar, "Male/Female Communication," IMA Webinar. (June 2011).

Seminar, "The Ever-changing Landscape of Sales and Use Tax," IMA Webinar. (June 2011).

Seminar, "How to Beat Spreadsheet Misery: An XBRL Case Study from the State of Nevada," IMA Webinar. (May 2011).

Seminar, "Mentoring," IMA Webinar. (May 2011).

Seminar, "An Academic Report and Some Cultural Observations from a Visiting International Scholar," Tilford Lecture. (April 2011).

Seminar, "Putting Success in Succession Planning: Start Building Your Future Workforce and Leaders Today," IMA Webinar. (April 2011).

Seminar, "Cloud Financials Done Right: Avoiding the Pitfalls of Implementation," IMA Webinar. (March 2011).

Seminar, "Financial Reporting 2011: Align Your Processes for Business Value and Compliance," IMA Webinar. (March 2011).

Seminar, "Profitability management: A Holistic Analytical Model of Organizational Profitability," IMA Webinar. (February 2011).

Seminar, "The Five Best Practices for Successfully Deploying Cloud-Based Financials," IMA Webinar. (February 2011).

Seminar, "LiveText." (January 2011).

Seminar, "What Cloud Computing Means to Finance," IMA Webinar. (January 2011).

Seminar, "Coaching," IMA's Leadership Academy Webinar Series. (August 2010).

Seminar, "Leadership," IMA's Leadership Academy Webinar Series. (July 2010).

Seminar, "Diversity and Multiculturalism." (April 2010).

Seminar, "Service-Learning 101." (April 2010).

Seminar, "LiveText." (January 2010).

Seminar, "Staying on Track in a Volatile Market." (November 2009).

Seminar, "Facilitating Intercultural Learning: Lessons from the Intercultural Toolbox," IMA Webinar. (October 2009).

Seminar, "Latest Technologies." (October 2009).

Seminar, "ANGEL 7.3." (May 2009).

Seminar, "Staying the Course: Reacting to the Current Financial Climate." (April 2009).

Seminar, "The Vital Core of Successful Leaders in Tough Economic Times," IMA Webinar. (April 2009).

Seminar, "Understanding Culture and Building Community." (April 2009).

Seminar, "A Hybrid Derivative Trading System Based on Volatility and Return Forecasting." (March 2009).

Seminar, "An Overview of IFRS." (March 2009).

Seminar, "Bloom's Taxonomy for Learning, Teaching, and Assessment." (March 2009).

Seminar, "Hybrid Learning – Blended Learning." (March 2009).

Seminar, "Learning, Teaching, and Assessing." (March 2009).

Seminar, "Interactive Reading in the College Classroom." (February 2009).

Seminar, "ANGEL Gradebook." (January 2009).

Seminar, "Tegrity." (November 2008).

Seminar, "Echo 360." (October 2008).

Seminar, "Senteo "Clicker"." (September 2008).

Seminar, "ANGEL." (June 2008).

Seminar, "Actuarial Profession." (April 2008).

Seminar, "Smart Board Technology." (March 2008).

PROFESSIONAL ACTIVITIES

Member, International Trade and Finance Association.

Member, Financial Education Association. (2007 - Present).

Member, CFA Institute. (1997 - Present).

Member, Association for Investment Management and Research. (1996 - Present).

Member, Institute of Management Accountants. (1996 - Present).

Member, Chinese Finance Association International. (1994 - Present).

Member, Beta Gamma Sigma--National Business School Honor Society. (1989 - Present).

Member, American Finance Association. (1988 - Present).

Member, Southern Finance Association. (1988 - Present).

Member, Southwestern Finance Association. (1988 - Present).

Member, Financial Management Association. (1987 - Present).

HONORS

Scholarship/Research

Best Paper Award, American Society of Business and Behavioral Sciences 20th Annual Meeting.
(February 2013).

Kelce College of Business Excellence in Research Award, Kelce College of Business, PSU.
(April 2012).

Best Paper Award, American Society of Business and Behavioral Sciences 15th Annual Meeting.
(February 2008).

SERVICE AND CONSULTING

Department Service

Committee Member, Department Promotion Committee. (August 2008 - Present).

Committee Member, Department Curriculum Committee. (August 2004 - Present).

Faculty Advisor, PSU Finance Club. (August 1994 - Present).

Faculty Advisor, PSU Finance Majors. (August 1994 - Present).

College Service

Committee Member, College of Business Strategic Planning Committee. (August 2011 - Present).

Committee Member, College of Business Undergraduate Curriculum Committee. (August 2007 - Present).

University Service

Committee Member, Faculty Affairs Committee of the Faculty Senate. (August 2011 - Present).

Committee Member, University Graduate Council. (August 1994 - Present).

Committee Member, University Faculty Senate. (August 2011 - July 2013).

Task Force Member, University Interdisciplinary Initiatives Task Force. (August 2011 - July 2013).

Committee Member, Search Committee—Instructional Support Specialist. (2011).

Professional Service

Chairperson, 11th annual Hawaii International Conference on Business, Honolulu, HI. (May 2011).

Chairperson, Hawaii International conference on Education 9th Annual Conference, Honolulu, HI. (January 2011).

Chairperson, American Society of Business and Behavioral Sciences, Las Vegas, NV. (February 2008).