

Kelce College Faculty Qualifications Summary

CONNIE SHUM

Professor of Finance

AACSB Qualification Status: Scholarly Academic

Basis for Qualification: DBA in field

9 PRJs in last 5 years

4 Conference Proceedings / 3 Presentations

3 Professional Certifications

Highest Degree: DBA, 1988

Institution: Louisiana Tech University

Specialization/Major: Finance

Research and Scholarship

Focus

My latest research investigates the relation between social capital and the effectiveness of internal control.

Impact

The topics of my research are of interest to a variety of audience such as academicians, company management, finance and accounting practitioners, taxpayers, etc. Some of my articles provide readers with empirical results that support theories, while others share research findings (such as survey results) that provide practitioners with useful insights in the topics covered. My articles have also been cited by researchers in the fields.

Licensures and Certifications:

"Chartered Financial Analyst (CFA)", CFA Institute, International. (September 2001 - Present).

"Certified in Financial Management (CFM)", IMA Association of Accountants and Financial Professionals in Business, International. (May 2000 - Present).

"Certified Management Accountant (CMA)", IMA Association of Accountants and Financial Professionals in Business, International. (January 2000 - Present).

"Certified Public Accountant (CPA)", American Institute of Certified Public Accountants (AICPA), National. (November 1996 - Present).

Sample Intellectual Contributions:

Peer Reviewed Journal Articles

Lee, S., Fogliasso, C., Jung, S., Shin, M. Minsuk, Shum, C. (in press). A Moderating Effect of User's Psychological State on Technology Adoption. *Service Business*.

Lee, S., Fogliasso, C., Jung, S., Shin, M. Minsuk, Shum, C. (2023). A Moderating Effect of User's Psychological State on Technology Adoption. *Service Business*.

Lui, G., Shum, C. (2022). New Economy Companies: Impact of COVID-19 on Valuation. *Journal of Modern Accounting and Auditing*, 18(3), 105-114.

Lui, G., Shum, C. (2021). Corporate Social Responsibility, Social Trust, and Tax Avoidance. *Journal of Modern Accounting and Auditing*, 17(2), 53-58.

Lam, B., Lui, G., Shum, C. (2020). Social Trust, Market Competition, and Tax Avoidance: Evidence from Contemporary China. *Journal of Forensic Accounting Research*, 5(1), 94-122.

Presentations

Shum, C., Lui, G., Paper, International Academy of Business and Public Administration Disciplines Conference, Las Vegas, NV, "Evaluations of Non-cash Property Charitable Contributions", Conference, Academic, International, peer-reviewed/refereed, published in proceedings, Accepted. (October 2019).

Shum, C., Paper, Academy of Business Research Fall 2018 Conference, Academy of Business Research, San Antonio, TX, "How Easy Is It for the IRS to Effectively Reconstruct a Taxpayer's Income?", Conference, Academic, International, peer-reviewed/refereed, Accepted. (October 25, 2018).

Professional Memberships

American Accounting Association
American Finance Association
Association for Investment Management and Research
Beta Gamma Sigma--National Business School Honor Society
CFA Institute
Chinese Finance Association International
Financial Education Association
Financial Management Association
Institute of Management Accountants
International Trade and Finance Association
Southern Finance Association
Southwestern Finance Association