

Stephanie F. Watson, PhD, CPA

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Curriculum Vitae

Education

PHD (Accounting), Louisiana State University, 2004
Dissertation Title: The effect of the Implicit Theory of Integrity on an Internal Auditor's Assessment of Management Fraud Risk
MS (Accounting), Louisiana State University, 1999
BS (Accounting), Louisiana State University, 1991

Academic and Professional Positions

University of Central Arkansas (Accounting Department)
Department Chair, July 2015 – Present
Associate Professor, August 2009 – Present
Assistant Professor, August 2003 – August 2009

Louisiana State University (Accounting Department)
Doctoral Graduate Assistant (Teaching and Research), August 1999 – May 2003
Master's Graduate Assistant (Research), August 1998 – August 1999

Licensures and Certifications

Certified Public Accountant (State of Arkansas), 2010 – Present

Instructional Activities

Courses Taught

Principles of Accounting I	Internship in Accounting
Principles of Accounting II	Certifications in Accounting.
Cost Accounting	Seminar in Accounting Information Systems
Accounting Information Systems	Seminar in Accounting Case Studies
Taxation for Entrepreneurs	

Directed Individual Student Learning

Honors Thesis Advisor, "Increasing Accounting Awareness in High School Curriculum Development," Accounting. January 2021 – May 2022. Advised Tristen Porter.

Honors Thesis Advisor, "Collegiate Booksellers," Accounting. January 1, 2015 – December 15, 2015.
Advised: Jered Bryan, Alex Hoyle

Honors Thesis Advisor, "The Housing Market Crisis: All Markets Are Not Created Equal," Accounting. January 1, 2013 – January 6, 2014. Advised: Regan Ellis

Honors Thesis Committee Member, "Chinese student assimilation at UCA," Accounting. 2012.
Advised: Chenxi Huang

Research and Scholarship

Publications, Peer Reviewed Journal Articles

- McKnight, C. A., Watson, S. F. (2021). Ethical Awareness and Professional Responsibility: A Case of Funding Police over Puppies (4th ed., vol. 14). Montvale, New Jersey: IMA Educational Case Journal.
- Watson, S. F., Casey, M. K., Bunker, R. B. (2019). Sweet (and Sour) Charity: Examining the Deductibility of Unreimbursed Charitable Expenditures. *The CPA Journal* (May), 46-51. Acceptance Rate: 37.
- McKnight, C. A., Watson, S. F. (2017). Accounting Student Internship Programs: Practical and Effective Administration. *Journal of Accounting and Finance*, 2017(17(1)), 157-166.
- Atkinson, K. E., McKnight, C. A., Watson, S. F. (2015). Integrating the Benefits of Teamwork and Audience Response Systems (ARS) in an Accounting Classroom. *Accounting Instructors' Report* (Fall 2015).
- McKnight, C. A., Watson, S. F., Griffin, K. M. (2014). Effects of Interview Etiquette on Hiring Practices. *The International Journal of Business Disciplines*, 25(1), 61-68.
- McKnight, C. A., Watson, S. F. (2014). Innovative Verbal Communication Workshop: First Year of Employment. *Accounting Instructors' Report* (Winter 2014).
- Apostolou, B., Dorminey, J. W., Hassell, J. M., Watson, S. F. (2013). Accounting Education Literature Review (2010-2012). *Journal of Accounting Education*, 31(2), 55.
- Apostolou, B., Hassell, J. M., Rebele, J. E., Watson, S. F. (2010). Accounting Education Literature Review (2006-2009). *Journal of Accounting Education*, 28(3-4), 145-197.
- Griffin, K. M., Smith, L. A., Watson, S. F. (2009). Caught in a Web of Jurisdiction: Foreign and Domestic Taxation of the Internet. *Business Research Yearbook*. International Academy of Business Disciplines.
- Watson, S. F. (2008). Tax Court is a Real Gamble for Gamblers. *CPA Journal*, 4.
- Watson, S. F. (2008). Effects of Auditor's Perception of Client Integrity on Fraud Risk. *National Accounting Journal*, 10(2).
- Watson, S. F., Apostolou, B. A., Hassell, J. M., Webber, S. A. (2006). Accounting Education Literature Review (2003-2005). *Journal of Accounting Education*.
- Watson, F. H., Watson, S. F. (2006). One chemistry professor's misconceptions about gender and scientific ability: Was it gender bias or gender-population bias? *Journal of Chemical Education Online*.
- Watson, S. F., Apostolou, B. A., Hassell, J. M., Webber, S. A. (2003). Accounting Education Literature Review (2000-2002). *Journal of Accounting Education*, 21(4), 267-325.
- Apostolou, B. A., Watson, S. F., Hassell, J. M., Webber, S. A. (2000). Accounting Education Literature Review (1997-1999). *Journal of Accounting Education*, 19(1), 1-61.
- Beaux, K. T., Watson, S. F. (2000). IRS and Taxpayers Battle Over Excessive Compensation: Home Court Advantage Wins. *Oil, Gas, and Energy Quarterly*, 48(4), 649-660.
- Watson, S. F. (1999). Precedent emerges in pipeline asset class determination: Two strikes against the IRS. *Oil, Gas, and Energy Quarterly*, 48(2), 297-307.

Publications, Textbook

- Raiborn, C. A., Watson, S. F. (2003). *Survey of Accounting*. Danvers, MA: Leyh Publishing/John Wiley & Sons.

Publications, Not Peer Reviewed

- Mounce, P. H., Watson, S. F. (2014). Beta Alpha Psi Beyond the Ordinary: Ten Tips for Boosting Beta Alpha Psi Membership Activity. *New Accountant* (758), 2.

Presentations and Poster Sessions

- Wu, Q., Watson, S.F. (2022). ACES: Accounting Career Essential Skills. Poster Session presented at American Accounting Association Southwest Regional Meeting, New Orleans, Louisiana.
- McKnight, C., Phillips, A., Watson, S.F., Phan, M. (2022). Diversity and the Accounting Profession. Research Proposal presented at the Arkansas Accounting Research Consortium, Conway, Arkansas.
- Watson, S. F., Young, L. J. (2022). Principles of Accounting I (ACCT 2310) Course Redesign at the University of Central Arkansas. Gateways to Completion Case Studies Anthology (vol. Two). Brevard, North Carolina: John N. Gardner Institute for Excellence in Undergraduate Education.
- Hawkins, A., Kohler, P. A., Lucas, W. E., Watson, S. F. (Aug. 2020). Leading from the Middle: Leveraging Culture Change as Mid-level Academic Leaders. Panel presented at Leadership in Higher Education, Virtual Conference.
- Oxner, K. M., Watson, S. F. (Mar. 2019). Student Success Strategies in Intermediate Accounting I. Paper Session presented at American Accounting Association Southwest Regional Meeting, American Accounting Association, Houston, Texas.
- McKnight, C. A., Watson, S. F. (Aug. 2018). Engagement, Impact, and Career Insights through Case Studies in Accounting. Poster Session presented at AAA Annual Meeting, American Accounting Association, Washington, D.C.
- Oxner, K. M., Watson, S. F. (Mar. 2018). Financial Accounting Reboot: A new version of the Intermediate I Bootcamp. Paper Session presented at American Accounting Association Southwest Regional Meeting, American Accounting Association, Albuquerque, New Mexico.
- Oxner, K. M., Watson, S. F. (Mar. 2018). Student Success in Intermediate Accounting I. Poster Session presented at American Accounting Association Southwest Regional Meeting, American Accounting Association, Albuquerque, New Mexico.
- Oxner, K. M., Watson, S. F. (Mar. 2017). Financial Accounting Reboot. Poster Session presented at American Accounting Association Southwest Regional Meeting, American Accounting Association, Little Rock, AR.
- McKnight, C. A., Watson, S. F. (Mar. 2016). The Six Ws of Accounting Internships. Poster Session presented at AAA Southwest Regional Meeting, American Accounting Association.

Recognition and Professional Development

Awards

- Distinguished Achievement in Accounting Education Award, Arkansas Society of CPAs, 2018
- Excellence in Service Award, UCA College of Business, April 2015
- Outstanding Faculty Advisor Award, Beta Alpha Psi, August 2011
- Excellence in Service Award, UCA College of Business, December 2007
- Excellence in Teaching Award, UCA College of Business, December 2005
- Outstanding Teaching by a Graduate Assistant, Louisiana State University, 2002

Professional Memberships

- American Accounting Association. (January 2011 - Present).
- Arkansas Society of CPAs. (January 2010 - Present).
- The Association of Certified Fraud Examiners. (January 2006 - Present).
- Beta Gamma Sigma. (January 2000 - Present).
- The Institute of Internal Auditors. (January 2002 - December 2010).

Formal Study

Continuing Professional Education to maintain CPA License (40+ hours per year), 2010 – Present
MIS 6335 Python Programming, Spring 2022
UCA Center for Excellence in Teaching and Leadership
 Building Antiracist White Educators, 2021
 Teaching to Transgress book group, 2021
 Mini Conference on the Science of Learning, 2021
 WALL-C, 2018 – 2020
 Service Learning, 2006
 Break the silence: Increasing participation in class, 2004
 Teaching Portfolio Workshop, 2004
 Technology Faculty Associates, 2004
UCA Information Technology
 Annoto, 2021
 Blackboard Training, 2019
 Google Drive and Google Docs, 2016.
UCA Registrar's Office
 Nuts and Bolts for new advisors, 2004

Service Activities

Student

Beta Alpha Psi (registered student organization), 11 years as Faculty Advisor years; 2006–2016 (still actively involved), Coached Best Practices Teams (20 of 24 teams place at regionals; 10 of 11 placed at annual international meeting including 3 international first place wins).
Accounting Club (registered student advisor, 2013–2016 (still actively involved)
Helping students get internships, jobs, and scholarships
 Resume Review and workshops
 Letters of Reference
 Department emails (almost weekly) with opportunities
Raising Stars Mentor, 2020–Present
Speaker to Conway High Accounting students, 2020
Dining Etiquette Workshop to IDEAL Freshman Leadership Team, 2021
Advisor (before professional advising) to 200+ accounting majors
2311 Project to help students remember key concepts from principles of accounting 1 as they begin principles of accounting 2 (www.uca.edu/accounting/acct2311)

Department (Accounting)

Accounting Department Chair, 2015–Present
Gateways to Completion (Chaired Department Committee with Laura Young), 2019–2022
BUAD 1300 Accounting Days coordinator, 2022
Discover your Niche at Biz@Bear, 2018–Present
Metacognition Workshop to ACCT 3311 students with Karen Oxner (course professor)
Faculty reviewer for 3 accounting faculty OSCQR reviews, 2021
Attended dozens of lunches at Career Services with employers and graduation ceremonies.
Department Scholarship Committee 2008–2015, Chair, 2010–2015
MAcc Program Director
Created BBA-Accounting course flowchart

Department web content creator
Served on every search committee for the department since my arrival
Promotion and Tenure committee

College of Business

Member of College Executive Committee 2015–Present
Member of Curriculum and Assessment Committee, 2009–Present
 Chair, 2013–2015; Director of Assessment, 2015–2017
 Oral Communication Improvement Team, Teamwork Improvement Team
Member of Strategic Planning Committee, 2016–2019
Stand in for Ken Griffin on Faculty Development Committee
Search Committees outside of Accounting
 Biz@Bear Academic Director
 MBA Director
 Economics Faculty Search (twice), 2005 and 2009
Promotion and Tenure Committee, 2009–2012
COB Technology Committee Member (now defunct), 2004–2006
BUAD 1300 Development Committee, 2020–2021
Women’s Leadership Development Luncheon planner (Tammy Rogers and Dean’s Office)
COB Faculty awards committee member (Teaching and Service), 2006–2010
Organized CETAL Presentation for Experiential Education in the College of Business with several COB presenters
Presented at (or attended) several Bear Facts Days, Distinguished Scholars Days, New Freshman meetings with COB, Fall COB Faculty Meetings, Student recruiting events, internship banquets, COB Awards, BGS inductions, Multi-cultural Dinners

University

Planning Committee for Chair’s Retreat, 2018–2022
Faculty Athletic Mentor, 2021–2022
Core Council Member (and Assessment subcommittee audit of LD courses), 2018–2022
Graduate Council, 2015–2017
Academic Assessment Committee, 2014–2015
Foundations of Excellence, Subcommittee: Student Services, 2005
HLC Self Study Subcommittee, Component D: Public Good, 2015
OSCQR Rubric Committee, 2020
Faculty Support Working Group, 2022
Search committee for Career Services Associate Director, 2022
Presidents Leadership Fellows Interviewer, 2021–2022
CETAL Presenter or discussion Leader
 Writing CIP Plans, 2016
 Mentoring Students for Success, 2014
Presentation: Emotionally Adept Leadership for UCA Professional Development and Training (presenting team of 5)
Public Service Awards Committee, 2010–2012
Teaching Excellence Committee, 2005
Designed Core Assessment Response Forms, 2013–2014
Welcome Week
 Small Group Faculty-Led Seminar, 2008–2011
 Introduction to University Technology, 2004–2007
Sophomore Year Experience, COB Representative, 2008–2010

Intern of the Year Committee, 2007

Search Committee, Associate Provost / Director of General Education and First Year Experience, 2007

Professional Community

Hosted UCA Continuing Education Event, 2015–Present

25 Continuing Professional Education Presentations, mostly Ethics

Presented CPA Prep: Don't half-ass it; Just pass-it [Hogan Taylor accounting staff]

Hosted Arkansas State Board of Public Accounting meeting on UCA's campus

Facilitated student focus groups for local CPA firm

Academic Community

Developed the Arkansas Accounting Research Consortium (with Andy Almand of OBU)

3 Presentations at the ASCPA Educators Conference:

Southwest American Accounting Association, Reviewer 2004

Journal of Accounting Education, Reviewer, 2003

Local Community

Conway Cradle Care Board Member, 2010–2016

Led student teams that provided bookkeeping or tax services to

Conway Cradle Care

Dirt Road Rescues

Arkansas State Science Fair

Facilitated VITA by Arkansas Asset Builders on campus for International Students

Coordinated VITA site (one year) including client intake, tax preparation, return reviews, and student and community volunteers

Science Fair Judge for Carver Magnet and district fairs, 2005–201

Junior Achievement (3 courses)

Numerous service projects through Beta Alpha Psi to Conway Cradle Care, Arkansas Children's Hospital, Bethlehem House, College Square Retirement Home, and other local not-for-profits.