

VERONDA F. WILLIS, Ph.D., CPA, CGMA

VITA – May 2025

Associate Professor of Accounting,
Director of Master of Science in Professional Accountancy Program
Department of Accounting, Finance and Business Law
College of Business and Technology
The University of Texas at Tyler
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EDUCATION

UNIVERSITY OF COLORADO AT BOULDER

Ph.D. in Accounting (minor in Econometrics)

UNIVERSITY OF TEXAS AT AUSTIN

*Master in Professional Accounting
Bachelor of Business Administration*

TYLER JUNIOR COLLEGE

Associate of Arts - Business

ACADEMIC APPOINTMENTS

UNIVERSITY OF TEXAS AT TYLER

Director of Master of Accountancy, January 2017 - present

Associate Professor of Accounting, September 2016 – present

Assistant Professor of Accounting, August 2009 – August 2016

Undergraduate Courses Taught: Intermediate Accounting I, Intermediate Accounting II, Auditing, Accounting Information Systems, Advanced Auditing and Systems, Internship Faculty Sponsor

UNIVERSITY OF TEXAS AT SAN ANTONIO

Assistant Professor of Accounting, August 2005 – May 2009

Undergraduate Courses Taught: Intermediate Accounting I

UNIVERSITY OF COLORADO AT BOULDER

Research Assistant and Instructor, August 2000 – May 2005

Undergraduate Courses Taught: Intermediate Accounting I, Accounting Information Systems, and Principles of Accounting

PROFESSIONAL EXPERIENCE

ENRON CAPITAL & TRADE RESOURCES

Accounting Manager, January 1999 – August 2000, Accounting Sr. Specialist, July 1997 - December 1998

Accounting Specialist, April 1995 - June 1997

PricewaterhouseCoopers, LLP

Senior Auditor: June 1994 - March 1995, Staff Auditor: September 1991- May 1994, Summer Intern: 1990

Industry Experience: Investment Companies, Manufacturing, Retail, Financial Institutions, Not-For-Profit, Healthcare, Oil & Gas, Entertainment, and RTC projects.

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RESEARCH ACTIVITIES

Research interests: Financial reporting, accounting choice/economic consequences, privacy issues, data analytics, and accounting education

Publications:

- Willis, V. F. “A Model for Teaching Technology: Using Excel in an Accounting Information Systems Course,” *Journal of Accounting Education*, September 2016 – Volume 36, p. 87-99. <http://dx.doi.org/10.1016/j.jaccedu.2016.05.002> (Current Journal List: A)
- Campbell, L., P. C. Smith, and V. F. Willis. “Muddling Parity of an Energy Efficient Incentive – Through the Lens of ‘Change in Accounting Method’,” *The ATA Journal of Legal Tax Research*, December 2015 – Volume 13(2), p. 82-94. doi: <http://dx.doi.org/10.2308/jltr-51192> (Current Journal List: B)
- D’Souza, J., J. Jacob and V. F. Willis. “Dividend Policy Responses to Deregulation in the Electric Utility Industry,” *International Journal of Business Administration*, February 2015 – Volume 6(2). DOI: 10.5430/ijba.v6n2p1
- Hsieh, C., and V. F. Willis. “Executive Compensation and Tax Haven Subsidiaries,” *Journal of Accounting and Finance*, 2015 – Volume 15(1). (Good Quality Journal)
- Shin, G. Hwan, and V. F. Willis. “Asset Revaluations Under International Accounting Standard 16: Evidence from Korea,” *International Journal of Business, Accounting, and Finance*, Fall 2014 – Volume 8(2). (Exceptional Quality -Finance)
- Fasci, M. A., and V. F. Willis. “The Impact of GAAP Guidance on Asset Retirement Obligations,” *Research in Accounting Regulation*, April 2013 – Volume 25(1), p. 117-122. doi:10.1016/j.racreg.2012.11.005 (Current Journal List: Meritorious; New Journal List: A)
- Eldenburg, L., N. Soderstrom, V. Willis, and A. Wu. “Behavior Changes Following the Collaborative Development of an Accounting Information System,” *Accounting, Organizations and Society*, February 2010 – Volume 35, p. 222-237. doi:10.1016/j.aos.2009.07.005 (Current Journal List: A+)
- Sanders, D. E., and V. F. Willis. “Setting the P.A.C.E. for Student Success in Intermediate Accounting,” *Issues in Accounting Education*, August 2009 – Volume 24(3), p. 319-337. doi: <http://dx.doi.org/10.2308/iace.2009.24.3.319> (Current Journal List: A+)
- Fasci, M., D. Ramirez, and V. F. Willis. “Electric Utility Companies Report Expectations on SFAS 143,” *Oil, Gas, & Energy Quarterly*, October 2008 – Volume 57(1), p. 199-210. (Current Journal List: B)

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Research in Progress:

- *Environmental Transparency as a Cost-Cutting Strategy: Reducing Audit Fees Through Risk Disclosure* with Hoyoung Kim and Sai Katuri, The University of Texas at Tyler
- *Achieving a Normal Curve of Grades in Principles and Intermediate Accounting Classes* with Elaine Sanders, The University of Texas at San Antonio
- *Teaching Accounting as a Science* with Sai Katuri, The University of Texas at Tyler
- *Not all Auditor Expertise Plays the Same Role: Auditor Expertise in Client Life Cycle and Audit Quality* with Hui (Eva) Liang, University of Texas of Tyler and Wenye Tang, Appalachian State University
- *Consumer Information Privacy, Are We There Yet? A Comparison of the GAPP Framework and Current Federal Privacy Laws* with Tammy Cowart, University of Texas at Tyler.
- *How to Table: A Student Guide to the Formatting and Presentation of Accounting Information* with Nicholas Fessler, University of Texas at Tyler.

Academic Conference Presentations and Proceedings:

- “Classroom Without Walls – The Art of Virtual Peer Teaching,” Center for Excellence in Teaching and Learning (CETL), presentation, March 2025
- “Teaching Accounting as a Science,” Southwest AAA Regional Meeting, conference presentation, March 2024, Galveston, TX
- “Visualizing the Language of Journal Entries,” Southwest AAA Regional Meeting, poster presentation, March 2024, Galveston, TX
- “Ways to Engage Students,” Ed Talk, TXCPA Accounting Educators Conference, September 2023, Dallas, TX
- “Do Personal Characteristics and Behaviors Affect Entrepreneurial Intentions?”, Southwest DSI and AAA Regional Meeting, Association of Small Business and Entrepreneurship, March 2022, New Orleans, LA
- “Consumer Information Privacy: Are We There Yet? A Comparison of the Privacy Management Framework and Current Federal Privacy Laws,” Southwest AAA Regional Meeting, March 2022, New Orleans, LA
- “Ensuring Student Success – Lessons Learned from the COVID Pandemic”, Accounting Education Research Virtual Forum, April 2021
- “How to Table: A Student Guide to the Formatting and Presentation of Accounting Information”, Southwest AAA Regional Meeting, March 2019, Houston, TX

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- “Pre-Assessment of Learning for Accounting Majors, (PACE)”, Accounting Education & Research Forum, April 2018, Tyler, TX
- Assessment of Learning Panelist, Southwest AAA Regional Meeting, March 2017, Little Rock, AR
- “Assessment of Learning in Introductory Financial Accounting,” AAA Annual Meeting, August 2015, Chicago, IL
- “Consumer Information Privacy, Are We There Yet? A Comparison of the GAPP Framework and Current Federal Privacy Laws,” ALSB 90th Annual Meeting, August 2015, Philadelphia, PA
- “Executive Compensation & Tax Haven Subsidiaries,” Southwest AAA Regional Meeting, March 2014, Dallas, TX
- Shin, G. Hwan, and V. Willis. “Asset Revaluations Under IAS 16: Evidence from Korea,” *International Academy of Business and Public Administration Disciplines Conference Proceedings* Winter 2014, presentation – January 2014, Orlando, FL
- “Executive Compensation & Tax Haven Subsidiaries,” Accounting Education & Research Forum, November 2013, Texarkana, A
- “Teaching Excel in AIS,” AIS Educators Conference, June 2013, Laramie, Wyoming
- “Using the PACE to Assess Accounting Knowledge,” Southwest AAA Regional Meeting, March 2013, Albuquerque, NM
- “A Tool for Student Success in Intermediate Accounting: The Principles of Accounting Competency Exam – It’s More than Just an Exam,” 37th TSCPA Accounting Education Conference, October 2011, Austin, TX
- “Weighing the Benefits and Costs of Teaching Accounting Online,” Accounting Education and Research Forum, October 2011 with K. Kapka
- “Using a Pull Approach for Assessing Accounting Knowledge,” AAA Annual Meeting, August 2011, Denver, CO
- “Using a Pull Approach for Assessment of Learning in Introductory Business Courses,” Hawaii Conference on Business, May 2011, Honolulu, HI,
- “Assurance of Learning,” Southwest AAA regional Meeting, March 2011, Houston, TX
- “Setting the PACE for Blackboard,” T-Bug Annual Conference, October 2010, Dallas, TX
- “Using the PACE for Assessment Purposes,” AAA Annual Meeting, August 2010, San Francisco, CA

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- Willis, V. F. “Implementing the PACE in Intermediate Accounting,” *Accounting Education and Research Forum Proceedings 2009-2010 & 2010-2011* and presentation.
- Kapka, K., and V. Willis. “Cheating: Does Everyone Do It? The Price of Success,” *Accounting Education and Research Forum Proceedings 2009-2010 & 2010-2011* and presentation.
- “Electric Utility Companies’ Pre- and Post-Implementation Review of SFAS 143,” AAA Annual Meeting, August 2009, New York, NY
- D’Souza, J., J. Jacob, and V. Willis. “Dividend Policy Responses to Deregulation in the Electric Utility Industry,” *The Institute for Business and Finance Research Proceedings 2007 Winter Global Conference on Business and Finance*, presentation

Reviewer and Discussant:

- Reviewer for *Accounting Education*
- Reviewer for *The Accounting Educators’ Journal*
- Reviewer for the *AIS Educators Journal*
- Reviewer for the *Journal of Ethics and Entrepreneurship*
- Reviewer for the *Federation of Business Discipline Journal*
- Reviewer for *Advances in Accounting*
- Reviewer for the AIS Educators Conference
- Reviewer for the American Accounting Association Southwest Annual Conference
- Reviewer for the American Accounting Association Annual Meeting – (FARS, TLC, and Diversity Sections)
- Reviewer for the Institute for Business and Finance Research
- Discussant at AAA Annual Meeting, August 2015, Chicago, IL
- Discussant at AAA Annual Meeting 2011, Denver CO – 2 papers

PROFESSIONAL CERTIFICATIONS AND ORGANIZATIONS

- Certified Public Accountant – State of Texas, since 1992
- Chartered Global Management Accountant, since 2014
- American Institute of Certified Public Accountants, since 2006
- American Accounting Association, since 2000, member of the Financial Accounting & Reporting, Teaching and Learning Curriculum, and Diversity sections
- The PhD Project Accounting Faculty and Doctoral Students Association, since 2000
- Texas Society of Certified Public Accountants – Houston Chapter, 1995-2005, - San Antonio Chapter, 2006-2009, East Texas Chapter, since 2009
- National Association of Black Accountants, since 1990, currently a member of the Austin/Cen-Tex chapter
- National Society of Black Certified Public Accountants, founding member, since June 2020

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SERVICE

Department, College, and University:

- SCOB Strategic Planning Committee, Fall 2021 - present
- Research Faculty Sponsor – 5 projects, Fall 2019 – present
- UTT Justice, Equity, Diversity, and Inclusion (JEDI) Committee, Fall 2021 - present
- UTT Presidential Fellows Committee – Spring 2019 – Spring 2021
- Master of Accountancy Director – Spring 2017 – present
- UTT Institutional Effectiveness Committee, member – Fall 2016 – Summer 2018
- UTT College of Business AOL Committee, Chair – Spring 2016 – Summer 2018
- Graduate School Representative for Christy Gipson's Doctoral Defense – Nursing April 2016
- UTT College of Business Dean Search Committee – Fall 2013 - Spring 2014
- UTT College of Business Accounting Search Committee – Fall 2013, Spring 2020, 2021
- UTT College of Business Committee on Committees – Fall 2012 –Spring 2014
- UTT College of Business Finance Search Committee – Spring 2012
- UTT College of Business Writing Assessment Task Force – Fall 2011
- UTT College of Business Deans Faculty Award Committee – Spring 2011 – 2012
- UTT College of Business Management and Marketing Search Committee – Spring 2011
- Hibb's Institute for Business & Economic Research – 2011 - 2012
- UTT College of Business Student Awards and Scholarship Committee – Fall 2010 – Spring 2015, Chair, Fall 2019 - present
- UTT College of Business Undergraduate Curriculum Committee – Fall 2010 – Spring 2014; Fall 2015 - present
- UTT University International Studies and Intercultural Affairs Committee – Fall 2010 – Spring 2013
- UTT Accounting Department Excel Boot Camp – November 2010
- Implemented Principle of Accounting Competency Exam (PACE) – Fall 2010
- UTSA College of Business Accounting Department Scholarship Committee- member, Fall 2007 – Spring 2009
- UTSA College of Business Accounting Department Ph.D. Program Committee-member, 2005-2009
- UTSA College of Business Accounting Department Undergraduate Programs Committee –member, Fall 2005 – Spring 2007
- Beta Gamma Sigma Reader – 2014 -2016
- Fall and Spring Graduation Ceremony – Greeter and Participant – 2005-2019

Community-at-Large:

- Invited Guest Speaker at TISD Career & Technology High School – March 2025
- Minorities in Business Faculty Advisor, Spring 2020 – Summer 2024
- Texas State Board of Public Accountancy, Qualification Committee, Summer 2021 - present
- Career Day Speaker, Early College High School - Spring 2018 and Orr Elementary - Spring 2019, Hope Haven 2022
- Leadership Texas - 2017

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- Texas Society of Certified Public Accounting (TXCPA) – Leadership Council, Board of Director-At-Large, June 2016 – Summer 2025
- East Texas Chapter of the TXCPA Society –Board Member - Fall 2010 – present, Immediate Past President – 2019-2020; President and Nominations Committee – 2018-2019; President-Elect and Golf Tournament Chair – 2017-2018; Vice-President and Chair of the CPE Committee – 2016-2017; Treasurer, June 2015-2016;
- East Texas Chapter Educational Fund – Advisory/Board Member (4 - year term) - Fall 2014 –present, President – 2019-2020; Vice-President – 2018-2019; Treasurer – 2017-2018
- National Association of Black Accountants – Virtual Student Conference, Fall 2020, Student Conference - Dallas, TX Fall 2018 and Houston, TX Fall 2016
- TXCPA Faculty Campus Representative, Fall 2013 - present
- TLC Regional Co-Coordinator, Southwest Region – Fall 2013 – Fall 2018
- Beta Alpha Psi Southwest Region Chapter Advocate – August 2013 –August 2016
- ISACA Academic Advocate, Summer 2013 – since Fall 2017
- Beta Alpha Psi Faculty Advisor, Summer 2010 – August 2013
- 2010 PhD Project Conference – November 2010, University of Colorado at Boulder Representative

HONORS AND AWARDS

- 2020 - 2021 Outstanding Member Award. TXCPA- East Texas
- 2016 TSCPA Outstanding Educator Award – October 2016
- 2016 Southwest AAA Outstanding Educator Award – March 2016
- 2012-2013 Outstanding Educator Award by ETC-TSCPAs – May 2013
- UT Tyler Outstanding Student Organization Advisor Award – April 2012
- UT Tyler Student Organization of the Year Award – April 2012
- Alpha Chi Outstanding College of Business Faculty Member Award –2010 and 2011