

Yuebing (Sarah) Liu

Curriculum Vitae

Department of Accounting, Finance and MIS
College of Business, Prairie View A&M
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EDUCATION

Doctor of Philosophy
Georgia Institute of Technology, Atlanta, Georgia (August 2014)

Bachelor of Business
Central University of Finance and Economics, Beijing, China (June 2008)

WORK EXPERIENCE

Assistant Professor (September 2019-present)
Department of Accounting, Finance and MIS, College of Business, Prairie View A&M
University, Prairie View, Texas

Assistant Professor (August 2016-August 2019)
Accounting Department, Sykes College of Business, University of Tampa, Tampa, Florida

Visiting Assistant Professor (August 2014-August 2016)
School of Accounting, College of Business, Florida International University, Miami, Florida

TEACHING

Department of Accounting, Finance and MIS, College of Business, Prairie View A&M
University, Prairie View, Texas

- Intermediate Accounting I
- Intermediate Accounting II
- Data Analytics for Accounting (Graduate and Undergraduate)

Department of Accounting, College of Business, University of Tampa

- Intermediate Accounting I
- Managerial Accounting

School of Accounting, College of Business, Florida International University

- Cost Accounting

Scheller College of Business, Georgia Institute of Technology

- Managerial Accounting
- Financial and Managerial Accounting

RESEARCH

PUBLICATIONS

Yuebing Liu and Robert Marley (2022) “An Empirically-Testable Framework for Researching the Effects of Monetary Incentives on Organizational Identification,” *Journal of Theoretical Accounting*, Forthcoming.

Bachman Fulmer, Sarah Fulmer and Yuebing Liu (2021) “Communication Roulette: Engaging Students in the Practice of Purposeful Communication,” *Issues in Accounting Education* 36 (4): 231–251.

Yuebing Liu and Hui Xu (2021) “The Effects of Group Identity and Justifiability of Questionable Behavior on Whistleblowing,” *Journal of Forensic and Investigative Accounting*, 13(2): 302-318.

Yuebing Liu, Helen Xu, and John Krahel, (2019) “Improving Writing Self-efficacy of Accounting Students,” *The Accounting Educators’ Journal*, 29: 41-59.

Bryan Church, Jason Kuang and Yuebing Liu (2019) “The Effects of Measurement Basis and Slack Benefits on Honesty in Budget Reporting,” *Accounting, Organizations and Society*, 72: 74-84.

Yuebing Liu, Michael Robinson and Hui Xu (2018) “The Effect of Mindset on Students’ Desire to Work for Big Four Accounting Firms and on Academic Performance,” *E-Journal of Business Education and Scholarship of Teaching*, 12(2): 96-106.

PRESENTATIONS

“The effect of measurement basis on employee performance,” with Bryan Church and Jason Kuang

- PVAMU research workshop, Prairie View, TX (2019)

“The Effects of Measurement Basis and Slack Benefits on Honesty in Budget Reporting,” with Bryan Church and Jason Kuang

- PVAMU Advisory Board Meeting, Prairie View, TX (2019)

“The Effects of Social Identity and Justifiability of the Questionable Behavior on Individuals’ Willingness to Report,” with Hui Xu

- AAA Midwest Regional Meeting, Chicago, IL (2017)
- AAA Management Accounting Section Midyear Meeting, Fort Lauderdale, FL (2019)

“The Effect of Feedback Framing and Goal Difficulty on Employee Performance,” with Jason Kuang and Gregory McPhee

- South Florida Behavioral Consortium, Tampa, FL (2015)

“The Effects of Ego and External Stress on Group Cooperation”

- Workshop, Georgia State University, Atlanta, GA (2014)
- Workshop, Virginia Polytechnic Institute and State University, Blacksburg, VA (2014)

“Should We Talk Money? The Behavioral Role of Measurement Basis in Budgetary Practices”
with Bryan Church and Jason Kuang

- AAA Accounting Behavioral Organization Conference, San Diego, CA (2013)
- SABE/IAREP/ICABEEP Conference, Atlanta, GA (2013)

AD HOC REVIEWS

Accounting Education, as editorial review board member (2020, 2021, 2022, 2023)
AAA Accounting Behavior and Organizations Conference (2012, 2013, 2014, 2018)
AAA Management Accounting Section Conference (2013, 2014, 2018)
AAA Auditing Section Conference (2018, 2019, 2020, 2021)
Journal of Accounting Education (2017)
Advances in Accounting Behavioral Research Review (2015)
Journal of Institutional and Theoretical Economics (2014)
AAA Annual Meeting (2012)

CONFERENCE DISCUSSIONS

AAA Teaching, Learning and Curriculum Section Midyear, Tampa, FL (2017)
AAA Management Mid-year Meeting, Newport Beach, CA (2015)
AAA Accounting Behavior and Organizations Conference, Philadelphia, PA (2014)
AAA Accounting Behavior and Organizations Conference, San Diego, CA (2013)
AAA Accounting Behavior and Organizations Conference, Atlanta, GA (2012)
AAA Accounting Behavior and Organizations Conference, Kansas City, KS (2011)
AAA Annual Meeting, Denver, CO (2011)

CONFERENCES ATTENDED

AAA Management Accounting Section Conference, Houston, TX (2020)
AAA Teaching, Learning and Curriculum Section Midyear, Tampa, FL (2017)
AAA Midwest Regional Meeting, Chicago, IL (2017)
AAA Management Mid-year Meeting, Newport Beach, CA (2015)
AAA Accounting Behavior and Organizations Conference, Philadelphia, PA (2014)
AAA Annual Conference, Atlanta, GA (2014)
AAA Accounting Behavior and Organizations Conference, San Diego, CA (2013)
SABE/IAREP/ICABEEP Conference, Atlanta, GA (2013)
AAA Accounting Behavior and Organizations Conference, Atlanta, GA (2012)
AAA Annual Conference, Washington, DC (2012)
Southeast Summer Accounting Research Colloquium, Atlanta, GA (2012)
AAA Management Accounting Section Conference, Houston, TX (2012)

AAA Accounting Behavior and Organizations Conference, Kansas City, KS (2011)
Southeast Summer Accounting Research Colloquium, Atlanta, GA (2011)
AAA Annual Meeting, Denver, CO (2011)
AAA Accounting Behavior and Organizations Conference, Denver, CO (2010)
Intersection of Economics and Psychology in Accounting Research, Austin, TX (2010)
AAA Accounting Behavior and Organizations Conference, Seattle, WA (2009)

RESEARCH AWARDS

Institute of Management Accounting Research Grant, 2017