

# **Bruce W. Runyan PhD, CMA**

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## **Education**

Ph.D. (Accounting) – Texas A & M University	May 2005
MBA (Finance) – University of North Texas	August 1995
BS (Accounting) – University of Arkansas at Monticello	May 1982
BS (Forestry) – University of Arkansas at Monticello	May 1981

## **Academic Positions and Courses Taught**

*Associate Teaching Professor, University of Missouri-Columbia* *Fall 2019 – Present*  
Introduction to Accounting (non-majors), Cost and Managerial Accounting, Strategic Cost Management

*Senior Lecturer, University of North Texas* *Fall 2014 – Spring 2019*  
Principles of Managerial Accounting, Principles of Financial Accounting, Intermediate Accounting I

*Assistant Professor, Western Carolina University* *Fall 2009 – Spring 2014*  
Principles of Financial Accounting, Principles of Managerial Accounting, Financial Statement Analysis, Accounting Theory and Practice 1 (Grad), MBA Accounting (Grad)

*Assistant Professor, Stephen F. Austin State University* *Fall 2007 – Spring 2009*  
Principles of Financial Accounting, Intermediate Accounting, Accounting Research (Grad)

*Assistant Professor, University of Texas at Tyler, Tyler, TX* *Fall 2005 – Spring 2007*  
Financial Accounting, Managerial Accounting, Cost Accounting, Accounting for Managerial Decision Making (Grad)

*Assistant Professor, Berry College, Mt. Berry, GA* *Fall 2003 – Spring 2005*  
Managerial Accounting, Cost Accounting, International Accounting

*Adjunct Instructor, Blinn College, Bryan, TX* *Summer 1999*  
Principles of Financial Accounting

*Adjunct Instructor, University of North Texas, Denton, TX* *Fall 1996 – Spring 1997*  
CFP Review Course: Tax Planning

*Adjunct Instructor, Brookhaven College, Farmers Branch, TX* *Spring 1996*  
Principles of Financial Accounting

*Adjunct Instructor, LeTourneau University, Dallas, TX* *Fall 1995*  
Corporate Finance

## **Scholarship**

### *Journal Publications*

“Implications of Web assurance services on e-commerce” with Katherine T. Smith and L. Murphy Smith in the *Accounting Forum*, Vol.32, No. 1, 2008:46-61.

“The effect of multinationality on management earnings forecasts” with L. Murphy Smith in the *International Journal of Accounting, Auditing and Performance Evaluation*, Vol. 4, No. 6, 2007: 572-588.

“Web assurance services: What internal auditors need to know” with Connie Lehmann, R. Steve McDuffie, and L. Murphy Smith in *Internal Auditing*, Vol. 17, No. 6, November-December 2002: 17-23.

### *Conference Presentations*

“AACSB Standards 9 and A5: Requirements and Resources” at the American Accounting Association Annual Meeting with Jose Lineros, August 11, 2020.

“AACSB Standards 9 and A5: Requirements and Resources” at the American Accounting Association Southwest Region Meeting with Jose Lineros, March 13, 2020

“Highlights from AAA Intensive Data and Analytics II summer workshop” at the MOCPA Accounting Educator’s Conference, November 2, 2019

“Unprincipled Principles: Diversity and convergence in the presentation of financial accounting principles in textbooks used in North Texas colleges” at the First Annual North Texas Community College Accounting Conference. April 7, 2017.

“Bells and Whistles: Best Practices in Teaching Principles of Accounting” panelist at the 2014 American Accounting Association Southwest Region Meeting. March 14, 2014.

“Technology: Does It Help Students Learn Accounting?” panelist at the 2014 American Accounting Association Southwest Region Meeting, March 15, 2014.

“Community College Accounting Instructors’ Conference: Sharing Best Practices” Effective Learning Strategies session at 2014 American Accounting Association Southeast Region Meeting, April 4, 2014.

“Community College Accounting Instructors’ Conference: Sharing Best Practices” Effective Learning Strategies poster session at the 2013 American Accounting Association annual meeting, August 7, 2013.

“Community College Accounting Instructors’ Conference: Sharing Best Practices” poster session at 2013 American Accounting Association Southeast Region Meeting, April 5, 2013.

“Engaging Students with Technology & In-class Activities” panelist at the American Accounting Association Southwest Regional Meeting, March 2, 2012.

“Techniques to Enhance Feedback, Foster Continuous Improvement, Structure Exam Review, & Prepare Students for Time-keeping in Public Accounting” Effective Learning Strategies poster session at American Accounting Association Southwest Region Meeting, March 2, 2012.

“The Effect of Multinationality on Management Earnings Forecasts” at the American Accounting Association Southwest Regional Meeting, March 4, 2005.

“Home Country Bias and Foreign Earnings Persistence” with L. Murphy Smith at the American Accounting Association Southwest Regional Meeting, the Southwestern Society of Economists Regional Meeting, and the Academy of International Business Southwestern Regional Meeting, March, 2003.

“Management Earnings Forecasts by Multinational Corporations” at the American Accounting Association Southwest Region Meeting. March 7, 2003.

“Implications of Web Assurance Services on E-Commerce” with Michelle Chandler and Murphy Smith presented at American Accounting Association Southwest Regional Meeting, March 2002 and American Accounting Association Annual Meeting, August 2002.

#### *Other Publications*

Book review of “Freefall: America, Free Markets, and the Sinking of the World Economy” by George Stiglitz for the Asheville Citizen Times, January 9, 2011.

#### *Work in progress*

- Relevance, Motivation and Performance in a Management Accounting Course
- It’s About Time – Time Management for New Accountants
- Is the Mispricing of Foreign Earnings Mediated by Domestic Market Size and Importance of Foreign Markets?

#### **Service**

##### *Department*

- Accompanied five students to Institute of Management Accountants Student Leadership Conference, November 14 – 16, 2019, Charlotte, NC
- Accompanied five students to Institute of Management Accountants Student Leadership Conference, November 1 – 3, 2018, St. Louis, MO
- Accompanied eight students to Institute of Management Accountants Student Leadership Conference, November 9 – 11, 2017, Houston, TX effectively rebooting IMA presence on UNT campus
- Faculty Advisor, University of North Texas Association of Latino Professionals for America, Fall 2017 through Spring 2019
- Faculty Advisor, University of North Texas Professional Accounting Student Society (PASS), Spring 2018 through Spring 2019.
- Hosted Chinese IMA Competition winner at University of North Texas, November 7, 2017
- PhD Student Mentor, Fall 2017. Teaching Mentor to Linh Le
- UNT Department of Accounting. Academic Policy Committee. August 2016 – May 2019
- UNT representative to Dallas Community College District Accounting Advisory Board annual meeting. February 16, 2017 and February 22, 2018
- UNT representative to Tarrant County College – Northwest Advisory Board annual meeting,
- Member – Financial Accounting Committee, University of North Texas Department of Accounting, 2015 – 2017

- Member – Managerial Accounting Committee, University of North Texas, 2015 – 2019
- Co-Advisor – ISACA/IIA/ACFE/IMA Professional Accounting Student Society, University of North Texas, 2017 – 2019
- Co-Advisor – Association of Latino Professionals in Finance and Accounting, University of North Texas, 2016 – 2019
- Co-Coordinator – Principles of Financial Accounting. Spring 2017
- Co-Coordinator – Principles of Managerial Accounting, 2015 – July 2018. Coordinator from July 2018 – May 2019.
- Supplemental Instruction – Liaison with Learning Center to begin Supplemental Instruction in principles classes and ongoing staffing of qualified Supplemental Instructors. Fall 2015- Present. The program was first piloted in my managerial accounting and intermediate accounting courses in Spring 2016.
- Workshop presentation: Using Polling Software in the classroom. February 24, 2017
- Member – College of Business curriculum committee, Western Carolina University, 2011 – 2013

### *College*

- Judge – UNT Capstone Case Competition, University of North Texas, November 19, 2018
- Judge – Fidelity Comprehensive Case Competition, University of North Texas, April 16, 2018
- Judge – Fidelity Comprehensive Case Competition, University of North Texas, April 24, 2017
- Judge – Fidelity Comprehensive Case Competition, University of North Texas, April 20, 2015
- Judge – Northwestern Mutual Comprehensive Case Competition, University of North Texas, November 17, 2014

### *University*

- Honors Day Committee Member. August 2017 – 2018.
- Member – Dell Foundation Seamless Pathways UNT – Collin College ad hoc committee, December 2017 and March 2018.

### *Profession*

- Conference planning committee – Third Annual North Texas Community College Accounting Conference, March 2018
- Judge – Business Professionals of America Financial Analyst Competition. May 11-12, 2018.
- Conference Organizer – Second Annual North Texas Community College Accounting Conference. Denton, Texas, March 23, 2018
- Institute of Management Accountants Committee on Academic Relations – August 2017 to 2018
- Textbook Review – Financial Accounting, 4<sup>th</sup> edition by Spiceland, Thomas and Hermann, published by McGraw-Hill. May 2017
- Textbook Review – Managerial Accounting, 3<sup>rd</sup> edition by Davis and Davis, published by Wiley. December 2016
- Conference Organizer – First Annual North Texas Community College Accounting Conference. Denton, Texas. April 7, 2017
- Conference Organizer – Western Carolina Community College Accounting Instructors' Conference: Sharing Best Practices, Cullowhee, North Carolina. April 2013. This has become an annual conference for Western Carolina University and the community colleges of western North Carolina.
- Conference Organizer – Accounting and Education Conference, Tyler, Texas. April 2007. This has become an annual conference for two- and four-year institutions of higher education in east Texas

and northwest Louisiana.

- Session Chair (Global Issues in Business and Economics). Southwest Society of Economics - Houston, Texas. March 6, 2003
- Program Committee member for regional meeting. Southwest Society of Economics – Houston, Texas. March 4-8, 2003

### **Professional Experience**

- *Associate CPA* – Bowser Morris and Associates. Bedford, Texas *1995 – 1998*
- *Software Developer* - Computer Language Research, Inc. (FastTax, now Thomson-Reuters). Addison, Texas *1991 – 1995*
- *Senior Accountant* – Councilor, Buchanan & Mitchell, P.C. Bethesda, Maryland *1989 – 1991*
- *Junior Partner* – Murrell Hoffmann & Company, Dallas, Texas *1984 – 1988*
- *Staff Accountant* – Jack W. Diggs, CPA, Mt. Ida, Arkansas *1983 - 1984*

### **Certifications and Memberships**

- Certified Management Accountant - 1990
- Certified Public Accountant (TX) – 1986 (not currently licensed)
- Certified Financial Planner – 1994 (not currently licensed)
- Association of College and University Educators (ACUE) Certificate in Effective College Instruction (2021)
- American Accounting Association
- Institute of Management Accountants
- International Association for Accounting Education and Research
- Missouri Society of CPAs
- Information Systems Audit and Control Association

**References:**

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Professor of Accounting  
University of North Texas  
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