

Suzanne Ahmed Shoukfeh, CPA, MSA, DBA

School of Accounting • Rawls College of Business • Texas Tech University

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Education

Bachelor of Business Administration (Accounting), University of Houston (Houston, Texas), December 2009

Master of Science in Accounting, Texas Tech University (Lubbock, Texas), December 2020

Doctor in Business Administration, Louisiana Tech University (Ruston, Louisiana), May 2018

Major: Finance, **Minors:** Economics and Quantitative Analysis

Dissertation title: *Impact of Behavioral Biases on Negative First-Order Serial Correlation and Lottery-Type Stocks*, **Dissertation advisor:** Jason Hur

Licensures and Certifications

Certified Public Accountant, 2011

Employment

It's A Grind Coffee House, Barista, Assistant Manager, and Manager, August 2002 to August 2007

Devon Energy, Accounting Intern, Revenue Accountant, May 2007 to June 2009

Lubbock Heart Hospital, Contract Accountant, October 2010 to September 2011

Lubbock City Hall, Accountant, October 2011 to October 2012

Louisiana Tech University, Research Assistant, August 2013 to August 2016

Rawls College of Business (Texas Tech University), Adjunct Professor, June 2019 to July 2019

Rawls College of Business (Texas Tech University), Visiting Professor, August 2019 to May 2020

Rawls College of Business (Texas Tech University), Adjunct Professor, August 2020 to May 2021

Academic Research in Progress

Investor Attention, News, and the Herd Behavior of Individual Stock Returns

Research Presentations

Investor Attention, News, and the Herd Behavior of Individual Stock Returns, presented at the 60th Annual Southwestern Finance Association (SWFA), March 18-19, 2021

New Evidence of Liquidity Hypothesis on the Short-term Return Reversal, presented at the Academy of Business Research Conference, San Antonio, October 24-26, 2018

Research Aspirations

Accounting for Climate Adaptation

Transparent assignments for Accounting Students and striving to retain a more diverse student body.

Teaching Evaluations

Texas Tech University (“What is your overall rating of this instructor’s teaching effectiveness?”):

Intermediate Accounting II, ACCT 3304, Section 005 Spring TTU 2022, upcoming

Intermediate Accounting II, ACCT 3304, Section 004 Spring TTU 2022, upcoming

Intermediate Accounting II, ACCT 3304, Section 003 Spring TTU 2022, upcoming

Intermediate Accounting II, ACCT 3304, Section 004 Fall TTU 2021, Instructor Effectiveness: 4.7
Intermediate Accounting II, ACCT 3304, Section 007 Fall TTU 2021, Instructor Effectiveness: 4.6
Intermediate Accounting II, ACCT 3304, Section 008 Fall TTU 2021, Instructor Effectiveness: 4.7
Intermediate Accounting I, ACCT 3304, Section 005 Summer I TTU 2021, Instructor Effectiveness: 4.5
Intermediate Accounting I, ACCT 3304, Section 005 Spring TTU 2021, Instructor Effectiveness: 4
Intermediate Accounting I, ACCT 3304, Section 004 Spring TTU 2021, Instructor Effectiveness: 4.4
Intermediate Accounting I, ACCT 3304, Section 003 Spring TTU 2021, Instructor Effectiveness: 4.1
Intermediate Accounting II, ACCT 3305, Section 006 Fall TTU 2020, Instructor Effectiveness: 4.6
Intermediate Accounting II, ACCT 3305, Section 005 Fall TTU 2020, Instructor Effectiveness: 4.5
Intermediate Accounting II, ACCT 3305, Section 004 Fall TTU 2020, Instructor Effectiveness: 5
Individual Study in Accounting, ACCT 5311, Section 104 Summer I TTU 2020, no rating available.
Intermediate Accounting II, ACCT 3305, Section 201 Summer I TTU 2020, Instructor Effectiveness: 4.5
Principles of Auditing, ACCT 4301, Section 001, Spring TTU 2020, Instructor Effectiveness: 4.0
Principles of Auditing, ACCT 4301, Section 002, Spring TTU 2020, Instructor Effectiveness: 3.7
Principles of Auditing, ACCT 4301, Section 003, Spring TTU 2020, Instructor Effectiveness: 3.8
Principles of Auditing, ACCT 4301, Section 001, Fall TTU 2019, Instructor Effectiveness: 4
Principles of Auditing, ACCT 4301, Section 002, Fall TTU 2019, Instructor Effectiveness: 3.2
Principles of Auditing, ACCT 4301, Section 003, Fall TTU 2019, Instructor Effectiveness: 3.2
Intermediate Accounting II, ACCT 3305, Section 201 Summer II TTU 2019, no rating available.

Louisiana Tech University (“What is your overall rating of this instructor’s teaching effectiveness?”):

Business Finance, Summer LA Tech, 2015, no rating available.
Principles of Financial Accounting, Winter LA Tech, 2015-2016, 3.9

Service/Outreach

Fellow in the WFWP Program, Spring 2022
Fellow in the TeMPO Program, Fall 2021
Rawls College of Business Assessment Volunteer, September 2020
Phd Academic Co-Advisor, Spring 2021(Sarra Salib)
Phd Academic Advisor, Spring 2021 (David Ryan)
Fellow at Institute for Inclusive Excellence, Fall 2020 - Spring 2021
Summer paper advisor, Summer 2020 (David Ryan)
Phd Academic Advisor, Fall 2020 (David Ryan)
Climate Center Faculty Affiliate, since 2019
Board Member and Treasurer for the Eyad Karkoutly Lymphoma Leukemia Research Foundation, 2019 to present
Vice President of the Doctorate in Business Administration Association, 2014-2015
Friends of CDRC (Child Development Research Center), Task Force Chair, 2017 – Spring 2021

Women Protective Services, active donor, since 2018

Palestinian Children's Relief Fund, active donor

Moms Demand Action, Volunteer, since 2018

Be My Eyes, Volunteer, since 2018

Faculty Development Activities attended

Active Member of Rawls Diversity, Equity, and Inclusion Book Club

- Books read:
 - Book: Talking to Strangers by Malcolm Gladwell
 - Book: The New Jim Crow by Michelle Alexander
 - Book: How to Be an Antiracist by Ibram X. Kendi
 - Book: Whistleblower: My Unlikely Journey to Silicon Valley and Speaking Out Against Injustice by Susan Fowler
 - Book: Undocumented Americans by Karla Cornejo Villavicencio
 - Documentary: 13th. Directed by Ava DuVernay
 - Documentary: Anita
 - PBS Docuseries "Asian Americans"
 - PBS Docuseries "Pride"
 - PBS Docuseries "Native America"

Institute for Leadership Research (ILR) Presentation: "My Black is Exhausted: Forever In Pursuit of a Racist-Free World Where Hashtags Don't Exist, January 28, 2022

Diversity, Equity, and Social Justice in Accounting Education Workshop, American Accounting Association, July 14, 2021

- Paper: Where do I Start? A Pathway for Personal Growth for Faculty Committed to Creating Inclusive Classrooms; Authors: Robbie Bishop-Monroe and Joanna Garcia
- Paper: Does Collegiate Women in Business Organizations Change Participant Confidence, Perceived Professional Goals, and Gender Perceptions? Authors: Michael Bootsma, Kayla Sander, Jennifer Kreiser, and Diane Janvrin
- Paper: Perceived Barriers to the CPA Exam for Black Accountants; Authors: R. Mithu Dey and Lucy Lim
- Paper: A Content Analysis of the Portrayal of Under-Represented Minorities in Principles of Accounting Textbooks; Authors: Chevonne Alston, LaToya Flint, and Sydnee Manley
- Paper: Remediation of Knowledge Gaps for Underrepresented Minority Students: Insights from a Natural Experiment in Financial Accounting; Authors: Bryan Brockbank, Craig Sisneros, and Angela Wheeler Spencer
- Paper: Machine Learning and Gender Bias in Accounting Job Recruitment; Authors: Sheilla Njoto, Ly Fie Sugianto, and Leah Ruppanner

"Thought Leaders in Management" Inaugural Keynote Presentation by Dr. Mary Uhl-Bien, April 30, 2021

Research Workshop: Jennifer Joe, University of Delaware – BJMS Specialist Framework, April 30, 2021

Donuts & Diversity – Why does the word “Feminism” Generate Disdain? Dr. Deidre Popovich and Dr. Jocelyn Scott, April 21, 2021

IIE Inclusive Syllabus Workshop Part II, April 19, 2021

IIE Words Matter: Examining Idioms, Colloquialisms, and Slang in our Everyday Speech, April 16th, 2021

QPR, Question. Persuade. Refer. Training for Suicide Prevention, TTU Student Counseling Center, March 12, 2021

Donuts & Diversity - Creating Inclusive Campus Spaces, March 30, 2021

To be Young, Gifted, and Female: A Roundtable Discussion on Expectations and Challenges as Female Instructors, March 26, 2021

Institute for Inclusive Excellence: Self-Care Amid Social Unrest: The Quest for Social Justice, Understanding Your Positionality and Mindset, March 24, 2021

Advancing Teaching & Learning, Conference, March 5, 2021

- USC's Teaching Excellence Initiative: What we did, what we learned, where we are now
Dr. Ginger Clark (University of Southern California)
- Faculty Peer Observers Are Looking for these Five High Impact Practices in Online and Hybrid Courses
Drs. Charles Crews, Melanie Hart, Robin Lock, Lisa Low, Angela Lumpkin, Courtney Meyers, & Kay Millerick
- Successful Teaching Innovations Spurred by the Demands of Switching Teaching Modalities – Drs. Angela Lumpkin, Audra Day, David Pifer, and Heather Vellers

Feminist First Friday, Lecture, By Dr. Tiffany Gonzalez, March 5, 2021

CEO of Advancing Health Equity, Lecture by Dr. Uche Blackstock, March 5, 2021

Reflecting on Social Identities, Workshop, Institute for Inclusive Excellence, March 3, 2021

IIE---Transparent Assignment Design Part I: Using a Purpose-Task-Criteria Framework, Workshop, Institute for Inclusive Excellence, January 28, 2021

IIE---Transparent Assignment Design Part II: Examples and Challenges, Workshop, Institute for Inclusive Excellence, February 12, 2021

Inclusive Syllabus Workshop, Institute for Inclusive Excellence, October 26, 2020

Understanding Assumptions: The Effect of Bias on the Classroom, Workshop, Institute for Inclusive Excellence, October 14, 2020

Responding to Microaggressions in the Classroom, Workshop, Institute for Inclusive Excellence, September 29, 2020

2020 John M. Burns Scholarship of Teaching and Learning Conference, Conference, Institute for Inclusive Excellence, September 18, 2020

2019 Audit Educators' Bootcamp, American Accounting Association, Workshop June 18 – June 19, 2019

Awards/Nominations

2021 Professing Excellence Award - Nominated

