

PRASART JONGJAROENKAMOL, PhD, CMA, CSCA
School of Accountancy, Singapore Management University
60 Stamford Road, Level 5, Singapore 178900
Email: prasartjk@smu.edu.sg
<https://sites.google.com/site/prasart/>

ACADEMIC POSITIONS

Singapore Management University, School of Accountancy, Singapore

Senior Lecturer of Accounting, July 2024–Present
Co-Director of the Master of Professional Accounting program, July 2022–Present
Assistant Professor of Accounting (Education), January 2019–June 2024
SMU’s Educational Research Fellow, September 2019–December 2021
Assistant Professor of Accounting, July 2017–December 2018

The University of Texas at Austin, McCombs School of Business, Austin, TX

Assistant Instructor/Teaching Assistant/Research Assistant, July 2011–May 2017

Thammasat University, Thammasat Business School, Bangkok, Thailand

Lecturer in Accounting, June 2008–July 2009

EDUCATION

The University of Texas at Austin, McCombs School of Business, Austin, TX

PhD in Accounting, May 2017

The University of Texas at Austin, McCombs School of Business, Austin, TX

Masters in Professional Accounting, Financial Reporting and Assurance Track, May 2011
Dean’s Awards and Sommerfeld Scholar

Thammasat University, Bangkok, Thailand

Bachelor of Business Administration in Accounting, Minor in Finance, May 2007
First-Class Honor with Summa Cum-Laude

TEACHING

Teaching Interests

Financial Accounting (Introductory, Intermediate, and Advanced), Management Accounting (Introductory and Advanced), Valuation

Teaching Awards

Excellent Teacher Award (University Level), SMU, 2023
Most Outstanding Teacher Award (School Level), SMU School of Accountancy, 2023, 2020
Dean’s List for Teaching Excellence, SMU School of Accountancy, 2024, 2023, 2022, 2021, 2020, 2019, 2018
Blended Masters in Management Best Instructor Award, SMU Lee Kong Chian School of Business, 2023, 2022
Dean’s List for Post-Graduate Teaching Excellence, SMU Lee Kong Chian School of Business, 2024, 2023, 2022, 2021
MIM Excellent Teaching Award (Master of Science in Management Program), 2021
SMU School of Accountancy’s Wall of Honor for Excellence in Teaching (recognized in 2020)
Most Promising Teacher Award (University Level), SMU, 2019
Most Promising Teacher Award (School Level), SMU School of Accountancy, 2019
Fred Moore Assistant Instructor Award for Teaching Excellence, UT-Austin, 2013

Teaching Experience

Singapore Management University

Management Accounting (for accounting students), Fall 2019, Spring 2020, Spring 2021, Spring 2022,

Spring 2023, Spring 2024, Spring 2025

Management Accounting (for non-accounting students), Fall 2017, Fall 2018, Spring 2019, Fall 2020, Fall 2021

Valuation, Fall 2022, Fall 2023, Fall 2024

Accounting Study Mission – Bangkok, Fall 2019, Spring 2020, Spring 2022, Fall 2024

Accounting Analytics Capstone, Spring 2020, Fall 2020

Analytics for Value Investing (MS in Accounting Data & Analytics), Summer 2022, Summer 2023, Summer 2024

Accounting (MSc in Management Program), Fall 2020, Fall 2021, Summer 2023, Summer 2024, Spring 2025

Accounting (MSc in Management Program - Blended), Fall 2020, Fall 2021, Fall 2022

Overseas Study Mission for Post-Graduate Students, Summer 2024

Intro to Analytical Research in Accounting (Ph.D. in Accounting), Summer 2023

University of Texas at Austin

Fundamentals of Financial Accounting, Summer 2012

Review of Fundamentals of Financial Accounting, Summer 2013

- Selected to lead a workshop review for incoming accounting master's students

Managerial Accounting, Spring 2016

- Selected to lead academic tutoring sessions to underrepresented students in the EY Accounting Ambassadors Program

Thammasat University, Bangkok, Thailand

Fundamentals Financial Accounting, Fall 2008, Spring 2009

RESEARCH

Research Interests

Contract theory and incentives

Research Grant

MOE Tier 1 Internal Research Grant (2022–2023)

SGX Quarterly Reporting Post Implementation Review (2020–2023)

- The results are featured in the article "[Companies' choices pivotal under current quarterly reporting regime](#)" in the Business Times (October 2024).

Publication

“Insider vs. Outsider CEOs, Executive Compensation, and Accounting Manipulation” with Volker Laux. *Journal of Accounting and Economics*, Volume 63 (2–3), pp 253–261, April–May 2017.

- Presented at AAA Annual Meeting (2014)

“Using Team Rewards and Individual Assessment to Incentivize Collaboration in Team Projects.” *Business Education Innovation Journal*, Volume 15 (2), pp 7–14, December 2023.

Working Paper

“The Effects of EPS Level and Presentation Format of Analysts' Forecast Deviation on Investors' Investment Judgments” with Clarence Goh and Poh Sun Seow

- Presented at AFAANZ Conference (2023)
- Presented at EAA Annual Meeting (2023)*

Other Publication

“Double Gold Triumph.” *Strategic Finance*, 2023.

- One of the top 10 most popular Strategic Finance articles in 2023

* Presented by co-author

OTHER HONORS AND AWARDS

ICMA Board of Regents CSCA Gold Medal Award, 2023
ICMA Board of Regents CMA Gold Medal Award, 2023
SMU's Inaugural Educational Research Fellowship, 2019–2021
McCombs School of Business Continuing Fellowship, 2014–2016
David Bruton, Jr. Graduate School Fellowship, 2014–2015
AAA/ Deloitte Foundation/J. Michael Cook Doctoral Consortium Fellowship, 2014
McCombs Business Administration Fellowship, 2013–2014
McCombs School of Business Doctoral Fellowship, 2012–2013
McCombs School of Business Jastrow Fellowship, 2011–2012
Anandamahidol Foundation Scholarship, 2009–2014
Bhumibol Scholarship, 2007
Thammasat Business School Merit Scholarship, 2006–2007

PROFESSIONAL SERVICES

Professional Education VP, IMA Singapore Chapter Board, 2023–Present
IMA Campus Advocate, 2021–Present
Reviewer, Journal of Education for Business, 2022
Reviewer, AAA Annual Meeting. Atlanta, 2020
Reviewer, 36th International Conference on Innovation, Practice, and Research in the Use of Educational Technologies in Tertiary Education, Singapore, 2019
Reviewer, SMU SOAR Accounting Symposium. Singapore, 2017, 2018

UNIVERSITY SERVICES

Faculty Senate, Singapore Management University, 2019–2021, 2021–2023
Campus Transformation Group Committee, Singapore Management University, 2020–2022

CONFERENCE AND WORKSHOP PRESENTATIONS

IMA AsiaPac Student Leadership Conference, 2023 (presenter, virtual)	Manila, Philippines
AFAANZ Conference, 2023 (presenter)	Gold Coast, Australia
National University of Singapore Ph.D. Seminar, 2018 (presenter)	Singapore
Tri-University Accounting Research Conference, 2018 (presenter)	Singapore
Management Accounting Section Midyear Meeting, 2018 (presenter)	Scottsdale, Arizona
Hong Kong University of Science and Technology Workshop, 2017 (presenter)	Hong Kong
Hong Kong Polytechnic University Workshop, 2017 (presenter)	Hong Kong
City University of Hong Kong Workshop, 2017 (presenter)	Hong Kong
Singapore Management University Workshop, 2017 (presenter)	Singapore
University of Utah Workshop, 2017 (presenter)	Salt Lake City, Utah
Accounting Ph.D. Rookie Recruiting and Research Camp, 2016 (presenter)	Miami, Florida
University of Texas Workshop, 2016 (presenter)	Austin, Texas
AAA Annual Meeting, 2014 (presenter)	Atlanta, Georgia
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium, 2014 (presenter)	Westlake, Texas
University of Texas Workshop, 2013 (presenter)	Austin, Texas
AAA Annual Meeting, 2013 (discussant)	Anaheim, California

OTHER PRESENTATIONS

Accounting & Business Show Asia, 2024	Singapore
TEL Lunchtime Series, Singapore Management University, 2024	Singapore
IMA Philippines Webinar, 2024 (virtual)	Manila, Philippines
De La Salle University, 2024	Manila, Philippines
Chulalongkorn University, 2023	Bangkok, Thailand
VNU University of Economics and Business, 2022	Hanoi, Vietnam
Chulalongkorn University, 2022	Bangkok, Thailand
TEL Lunchtime Series, Singapore Management University, 2019	Singapore

CONFERENCES ATTENDED

IMA Annual Conference, 2023	Minneapolis, Minnesota
National Technology Enhanced Learning Conference, 2019	Singapore
AAA Annual Meeting (CTLA), 2019	San Francisco, California
ACCA Annual Conference, 2019	Singapore
Management Accounting Section Midyear Meeting, 2019	Fort Lauderdale, Florida
SJTU-SMU Joint Conference, 2018	Shanghai, China
Tri-University Accounting Research Conference, 2018	Singapore
McCombs Accounting Research Conference (Analytical), 2018	Austin, Texas
Management Accounting Section Midyear Meeting, 2018	Scottsdale, Arizona
SMU SOAR Accounting Symposium, 2017	Singapore
NCCU-SMU Joint Conference, 2017	Taipei, Taiwan
Accounting Ph.D. Rookie Recruiting and Research Camp, 2016	Miami, Florida
McCombs Accounting Research Conference (Audit), 2016	Austin, Texas
AAA Annual Meeting, 2016	New York, New York
Journal of Accounting & Economics Conference, 2014	Philadelphia, Pennsylvania
Taxation in a Global Economy Research Symposium, 2014	Austin, Texas
AAA Annual Meeting, 2014	Atlanta, Georgia
Junior Accounting Theory Conference, 2014	Atlanta, Georgia
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium, 2014	Westlake, Texas
McCombs Accounting Research Conference (Accounting, Law, and Governance), 2014	Austin, Texas
AAA Annual Meeting, 2013	Anaheim, California
University of Texas Accounting Alumni Conference, 2012	Austin, Texas
McCombs Accounting Research Conference (Analytical), 2012	Austin, Texas
McCombs Accounting Research Conference (Empirical), 2011	Austin, Texas

OTHER PROFESSIONAL EXPERIENCE

KPMG Phoomchai Audit Co., Ltd., Bangkok, Thailand
Audit Assistant, 2007–2008

PROFESSIONAL CERTIFICATIONS

Certified in Strategy and Competitive Analysis (CSCA), 2023–Present
Certified Management Accountant (US CMA), 2022–Present

PROFESSIONAL MEMBERSHIP

The Institute of Management Accountant (IMA), 2022–Present
Accounting & Finance Association of Australia and New Zealand (AFAANZ), 2023–2024
The American Accounting Association, 2013–2019