

PRASART JONGJAROENKAMOL, PhD, CMA, CSCA  
School of Accountancy, Singapore Management University  
60 Stamford Road, Level 5, Singapore 178900  
Email: [prasartjk@smu.edu.sg](mailto:prasartjk@smu.edu.sg)  
<https://prasart.github.io>

## ACADEMIC POSITIONS

---

### **Singapore Management University, School of Accountancy, Singapore**

Senior Lecturer of Accounting, July 2024–Present  
Director of the Master of Professional Accounting program, July 2026–Present  
Co-Director of the Master of Professional Accounting program, July 2022–June 2026  
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**

#### University Level - SMU

Excellent Teacher Award (University Level), SMU, 2023  
Most Promising Teacher Award (University Level), SMU, 2019

#### School Level – SMU School of Accountancy

Most Outstanding Teacher Award (School Level), SMU School of Accountancy, 2023, 2020  
Dean’s List for Teaching Excellence, SMU School of Accountancy, 2025, 2024, 2023, 2022, 2021, 2020, 2019, 2018  
SMU School of Accountancy’s Wall of Honor for Excellence in Teaching (recognized in 2020)  
Most Promising Teacher Award (School Level), SMU School of Accountancy, 2019

#### School Level – SMU Lee Kong Chian School of Business

Masters in Management Best Instructor Award, SMU Lee Kong Chian School of Business, 2025  
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, 2025, 2024, 2023, 2022, 2021  
MIM Excellent Teaching Award (Master of Science in Management Program), 2021

School Level – UT Austin McCombs School of Business

Fred Moore Assistant Instructor Award for Teaching Excellence, UT-Austin, 2013

**Teaching Experience**

**Singapore Management University**

ACCT112 - Management Accounting (for accounting students)  
ACCT102 - Management Accounting (for non-accounting students)  
ACCT336 - Valuation  
ACCT001 - Accounting Study Mission  
ACCT414 - Accounting Analytics Capstone  
ACCT656 - Analytics for Value Investing (MS in Accounting Data & Analytics)  
ACCT647 - Accounting (MSc in Management Program)  
ACCT647 - Accounting (MSc in Management Program - Blended)  
MGMT656 - Management & Strategy (Master of Professional Accounting)  
MGMT6070 - Overseas Study Mission for Post-Graduate Students  
Intro to Analytical Research in Accounting (Ph.D. in Accounting)

**University of Texas at Austin**

ACC311 - Fundamentals of Financial Accounting  
Review of Fundamentals of Financial Accounting

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

Managerial Accounting

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

**Thammasat University, Bangkok, Thailand**

AC201 - Fundamentals Financial Accounting

**RESEARCH**

---

**Research Interests**

Contract theory and incentives

**Research Grant**

MOE Tier 1 Internal Research Grant (2024–2026)  
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**

"Using Individual vs. Group Evaluation to Incentivize Effort for Heterogenous Groups" (single-authored)

- Currently under review

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

- Currently under review
- 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**

---

ICMA Exam Review Committee, Institute of Management Accountants, 2025–2027  
Professional Education VP, IMA Singapore Chapter Board, 2023–2025  
IMA Campus Advocate, 2021–Present  
Reviewer, Journal of Education for Business, 2022  
Reviewer, AAA Annual Meeting, Atlanta, 2020  
Reviewer, 36<sup>th</sup> 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**

---

Director of Master of Professional Accounting Program, Singapore Management University, 2026–Present  
Co-Director of Master of Professional Accounting Program, Singapore Management University, 2022–2026  
School of Accountancy Curriculum and Assurance of Learning Committee, Singapore Management University, 2025–2027  
Faculty Senate, Singapore Management University, 2019–2021, 2021–2023  
Campus Transformation Group Committee, Singapore Management University, 2020–2022

### **CONFERENCE AND WORKSHOP PRESENTATIONS**

---

|                                                                           |                       |
|---------------------------------------------------------------------------|-----------------------|
| AAA Global Connect, 2026 (discussant)                                     | Las Vegas, Nevada     |
| 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**

|                                                             |                     |
|-------------------------------------------------------------|---------------------|
| The University of Danang (VNUK), 2026                       | Danang, Vietnam     |
| British University Vietnam, 2026                            | Hanoi, Vietnam      |
| Hanoi University of Science and Technology, 2026            | Hanoi, Vietnam      |
| Thuongmai University, 2026                                  | Hanoi, Vietnam      |
| VNU University of Economics and Business, 2026              | Hanoi, Vietnam      |
| Phenikaa University, 2026                                   | Hanoi, Vietnam      |
| Mahidol University International College, 2026              | Bangkok, Thailand   |
| Thammasat University, 2026                                  | Bangkok, Thailand   |
| Bangkok University, 2026                                    | Bangkok, Thailand   |
| Chulalongkorn University, 2026                              | Bangkok, Thailand   |
| Woxsen University, 2025                                     | Hyderabad, India    |
| Vellore Institute of Technology, 2025                       | Vellore, India      |
| Sathyabama University, 2025                                 | Chennai, India      |
| Shiv Nadar University, 2025                                 | Chennai, India      |
| Ateneo de Manila University, 2025                           | Manila, Philippines |
| Thammasat University, 2025                                  | Bangkok, Thailand   |
| Petra Christian University, 2025                            | Surabaya, Thailand  |
| University of Indonesia, 2025                               | Jakarta, Indonesia  |
| 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           |
| TEL Lunchtime Series, Singapore Management University, 2018 | Singapore           |

### **CONFERENCES ATTENDED**

|                                                            |                           |
|------------------------------------------------------------|---------------------------|
| AAA Global Connect, 2026                                   | Las Vegas, Nevada         |
| IMA Annual Conference, 2023                                | Minneapolis, Minnesota    |
| AFAANZ Conference, 2023                                    | Gold Coast, Australia     |
| 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