

Li Fang

Department of Accounting, School of Business, University of Connecticut

Email: li.fang@uconn.edu

Education and Professional Certification

Ph.D. in Accounting, The George Washington University, 2015

M.A. in Accounting, The George Washington University, 2008

B.A. in Business Administration, Sun Yat-sen University, 2007

Certified Management Accountant (CMA), 2025

Academic Employment

Assistant Professor in-Residence, University of Connecticut, August 2022–Present

Assistant Adjunct Professor, Iowa State University, August 2015–May 2022

Publication:

“Managerial Labor Market Mobility and Corporate Social Responsibility”, with Yonghong Jia and Xinhua Gao. *Journal of Management Accounting Research*, 2023.

“Corporate Monitoring and Misreporting: The Role of Rules-based and Principles-based Accounting Standards”, with Jeffery Pittman, Yinqi Zhang, and Yuping Zhao. *Auditing: A Journal of Practice and Theory*, 2023.

Working Papers

“Do Media Help Deter Financial Misreporting?”, with Yuping Zhao.

“One Course Modality Does Not Fit All: Personality Type and Student Performance in Accounting Education”, with Subprasiri Siriviriyakul

Conference and Workshop Presentations

2026: IMAs 2026 Annual Meeting of Members, Online

2025: Harvard Business School Teaching with Cases Seminar, Boston, MA

2024: IMA Accounting and Finance Conference 2024, San Antonio, TX

2021: Massachusetts Institute of Technology (MIT) Asia conference, Online

2021: Chinese Accounting Professors’ Association of North America (CAPANA), Online

2019: AAA Annual Meeting, San Francisco, CA

Teaching Experience

School of Business, University of Connecticut

- Instructor for *Financial Controls (EMBA 5413)*, EMBA Course, Spring 2024
- Instructor for *Performance Evaluation (EMBA 5514)*, EMBA Course, Spring 2024
- Instructor for *Cost Analysis and Control (ACCT 5123)*, MBA Course, 2022–present
- Instructor for *Contemporary Managerial Accounting Issues (ACCT 5533)*, MSA Course, 2022–present
- Instructor for *Cost Accounting (ACCT 3221/BADM 3221)*, Undergraduate Course, Spring 2024–present
- Instructor for *Principles of Managerial Accounting (ACCT 2101/BADM 2101)*, Undergraduate Course, 2022–present

College of Business, Iowa State University

- Instructor for *Intermediate Managerial Accounting I*, Undergraduate Course, 2019–2022
- Instructor for *Managerial Accounting*, Undergraduate Course, 2015–2022

- Coordinator for *Managerial Accounting*, Undergraduate Course, 2017–2022

Honors and Awards

AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium Fellow (2017)

Future Faculty Fellow, The George Washington University (2012)

Doctoral Research Fellowship, The George Washington University (2009–2013)

Master of Accountancy Service Award, The George Washington University (2009)

Service

University of Connecticut

Undergraduate Curriculum Task Force, Fall 2024-Present

Faculty Advisor for Undergraduates, Fall 2023-Present

PWC Challenge Case Competition faculty advisor, Fall 2023

PWC Challenge Case Competition faculty advisor, Fall 2022

External

Ad Hoc Reviewer for:

- *Journal of Business Ethics*
- AAA Annual Meeting
- AAA Auditing Midyear Meeting