

Rong Guo

The University of West Georgia
Accounting & Finance
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EDUCATION

PhD, Georgia State University, 2007.
Emphasis/major: Finance

MS, Renmin University of China, 1998.
Emphasis/major: Finance

BS, Northeast University of Economics and Finance, 1993.
Emphasis/major: Management Information Systems

Qualifications

University of West Georgia - August 1, 2012
Current Rank: Lecturer
Tenure Decision Year:
Faculty Rank and Date of Attainment:

WORK EXPERIENCE

Academic Positions

Academic Year (2016-2017): Accounting & Finance, Lecturer, Non-Tenure Track, Academically Qualified, Participating, Other Service and Outreach Responsibilities, Research, Undergraduate Teaching.

Academic Year (2015-2016): Accounting & Finance, Lecturer, Non-Tenure Track, Academically Qualified, Participating, Other Service and Outreach Responsibilities, Research, Undergraduate Teaching.

Academic Year (2014-2015): Accounting & Finance. Lecturer, Non-Tenure Track, Academically Qualified, Participating, Other Service and Outreach Responsibilities, Research, Undergraduate Teaching.

Academic Year (2013-2014): Accounting & Finance, Lecturer, Non-Tenure Track, Academically Qualified, Participating, Other Service and Outreach Responsibilities, Research, Undergraduate Teaching.

Academic Year (2012-2013): Accounting & Finance, Lecturer, Non-Tenure Track, Academically Qualified, Participating, Other Service and Outreach Responsibilities, Research, Undergraduate Teaching.

Professional Positions

Academic

Temporary Assistant Professor, Columbus State University. (2010 - 2012).
Graduate Teaching Assistant, Georgia State University. (2002 - 2006).

Professional

Investment Analyst, Department of IPO, Jing Zheng Investment Management Co, Ltd. (1998 - 1999).
Intern, Securities Association of China. (1997).
Accountant, Agriculture Bank of China. (1993 - 1995).

RESEARCH

Papers Presented

Corporate Diversification, diversity in investment opportunities, and the coinsurance effect, RCOB - Accounting Department, Carrollton, GA, Basic or Discovery Scholarship. (February 26, 2016).

Which collaboration technologies best support student teamwork? An empirical investigation, AMCIS, Puerto Rico, Teaching and Learning Scholarship. (August 2015).

Analyst's perception of real earnings management, SBR, Orlando, FL, Basic or Discovery Scholarship. (March 2015).

Corporate governance and firm's decision to diversify, RCOB - Department of Accounting/Finance, Carrollton, GA, Basic or Discovery Scholarship. (October 31, 2014).

Can you hear me now? An empirical study on using social media to improve student-instructor communication, Orlando, Florida, Teaching and Learning Scholarship. (October 2013).

Does diversification caused internal capital market inefficiency?, Columbus State University, Las Vegas, NV, Basic or Discovery Scholarship. (October 2011).

Business cycle, corporate governance and bank performance, Columbus State University, Destin, FL, Basic or Discovery Scholarship. (April 2011).

Can coinsurance effect explain the diversification discount?, Georgia State University, Chicago, IL. (October 2005).

Internal capital markets, leverage, firm risk, and corporate diversification, Georgia State University, Chicago, IL, Basic or Discovery Scholarship. (October 2005).

Publications

Peer Reviewed Journal Articles

Li, L., Guo, R. (2015). A Student-Centered Guest Lecturing: A Constructivism Approach to Promote Student Engagement. *The Journal of Institutional Pedagogies*, 15, 1-7. Teaching and Learning Scholarship.

Guo, R. (2012). How increased diversification affects the efficiency of internal capital market. *Journal of Finance and Accountancy*, 9, 1-10. Basic or Discovery Scholarship.

Guo, R., Langston, V., Handley, L. (2012). Business cycle, corporate governance, and bank performance. *Research in Business and Economics Journal*, 5, 1-11. Basic or Discovery Scholarship.

Guo, R. (2012). Can coinsurance effect explain the diversification discount?. *Research in Business and Economics Journal*, 5, 1-9. Basic or Discovery Scholarship.

Guo, R. (2011). What drives firms to be more diversified?. *Journal of Finance and Accountancy*, 6, 1-10. Basic or Discovery Scholarship.

Li, L., Finley, J., Pitts, J., Guo, R. (2010). Which is a better choice for student-faculty interaction: synchronous or asynchronous communications?. *Journal of Technology Research*, 2, 1-12. Teaching and Learning Scholarship.

Projects Underway

Analyst's Perception of Real Earnings Management

Board functions in corporation diversification

Examining the mystery of zero-leverage firms with a sample of small firms

Firm Risk, Leverage and Internal Capital Markets

Industry competition and all-equity firms

Reexamine Zero-Leverage Firms

SERVICE

Professional Activities

Academic Meeting

Reviewer, Journal of Business, Industry and Economics. (2011).

Session Chair, Financial Management Association 2005 annual conference. (2005).

Discussant, Financial Management Association. (2004).

College

Member, Online Task Force. (January 2014 - Present).

Professional

Member, Financial Management Association (FMA). (October 2012 - Present).

Review an online class - International Financial Management

Member, Quality Matters. (February 2016 - March 2016).

The University of West Georgia

Member, Enrollment Management Committee. (January 2016 - Present).

Member, Rules Committee. (January 2015 - January 2016).

Professional Development

Passed Level One of the CFA exam, Chartered Financial Analyst, Atlanta, GA. (December 2015).

Attended Conference

2012 Financial Management Association (FMA) Annual Meeting, Financial Management Association, Atlanta, GA. (October 19, 2012 - October 20, 2012).

Faculty Research

Faculty Research Presentations, RCOB - Accounting Department, Carrollton, GA. (February 26, 2016).

Faculty Research Presentations, RCOB - Economics Department, Carrollton, GA. (January 29, 2016).

Faculty Research Presentations, RCOB - Marketing Department, Carrollton, GA. (October 29, 2015).

Faculty Research Presentations, RCOB - Management Department, Carrollton, GA. (September 25, 2015).

Brown Bag Research Presentations, RCOB - Management & Marketing Department, Carrollton, GA. (February 27, 2015).

Brown Bag Research Presentations, RCOB - Management & Marketing Department, Carrollton, GA. (January 30, 2015).

Brown Bag Research Presentations, RCOB - Accounting/Finance Department, Carrollton, GA. (October 31, 2014).

Brown Bag Research Presentations, RCOB - Economics Department, Carrollton, GA. (September 26, 2014).

Brown Bag Research Presentations, RCOB - Economics Department, Carrollton, GA. (February 28, 2014).

Brown Bag Research Presentations, RCOB - Management Department, Carrollton, GA. (October 25, 2013).

Brown Bag Research Presentations, RCOB - Accounting/Finance Department, Carrollton, GA. (September 27, 2013).

Self-Study Program

QM Rubric Update 2014, University of West Georgia, Carrollton, GA. (October 31, 2014).

UWG/Online QM Training Program, University of West Georgia, Carrollton, GA. (April 2014 - June 2014).

Seminar

Three Paths to Academic Integrity Workshop and Universal Design for Learning is a Secret Retention Tool, RCOB - Dean's Office, Carrollton, GA. (April 27, 2015).

Tutorial

Applying the QM Rubric (APPQMR), Quality Matters Program, on-line. (May 6, 2014).

Workshop

Faculty Workshop, Richards College of Business, Carrollton, GA. (May 2, 2016).

OTHER ACTIVITIES

Publications

Peer Reviewed Journal Articles

Shen, Y., Li, L., Zheng, G. z., Guo, R. An evaluation framework for selecting collaboration systems for student teamwork. *Journal of Information Technology Education Research*. Teaching and Learning Scholarship.