



ADVOCATES

DEPARTMENT OF ACCOUNTING & FINANCE

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Winifred Scott, Ph.D, CPA

Department of Accounting & Finance/Professor Emerita

Born and raised in Compton, California, Dr. Winifred Scott earned her undergraduate from CSU Dominguez Hills, worked for corporate America as an accountant, then as an auditor in southern California obtaining her CPA license in 1990 and gave birth to twins. Then Dr. Scott graduated from CSU San Bernardino's MBA program in 1993 while receiving various grants and scholarships including the Graduate Equity Fellowship led by Dean of Academic Affairs, Julius Kaplan. To receive the Graduate Equity Fellowship of \$1500 she had to promise to attend, once a month, a one-hour informative meeting about pursuing a doctorate degree and available financial support. Dr. Scott received various doctoral scholarships (AICPA Minority Initiative Scholarship, Florida Education Fund McKnight Fellowship, and doctoral assistance grant from Florida State University, and KPMG PhD Project) and graduated in 2000 from Florida State University with her PhD in Accounting.



Dr. Scott has taught at the University of Delaware, Arizona State University, Zayed University in Dubai of the United Arab Emirates, and St. Mary's College of California before returning home, her pride and joy, to CSUSB College of Business and Public Administration as an Associate Professor of Accounting. She has taught courses in financial accounting, managerial accounting, and auditing. Dr. Winnie Scott's research publications include articles in the (a) Managerial Auditing Journal, (b) Journal of Forensic Studies in Accounting and Business, (c) International Journal of Accounting, Auditing and Performance Evaluation, and (d) Accounting and the Public Interest. Dr. Scott received Highly Commended Paper of 2013 research award for her research paper "Forced auditor change, industry specialization and audit fees" published in Managerial Auditing Journal, selected by the journal's Editorial Team, served as a reviewer for academic journals and conference papers. While working in Dubai, Dr. Scott fulfilled administrative duties as Academic Discipline Leader (Chair).

Associate Professor Winnie Scott is the first in her family (Dad, Mom and five siblings) to receive her bachelor's degree, master's degree and Doctorate degree. She enjoys reading, traveling and getting together with family and friends. As a contributing faculty member of the Accounting and Finance Department, Dr. Winnie Scott wants to infuse the positive "Yes, I can do it" attitude in the classroom with her students. She has internalized the saying "The Mind Is A Terrible Thing to Waste."

Yu Liu, Ph.D

Department of Accounting & Finance

Dr. Yu Liu is an Associate Professor in the Department of Accounting and Finance at CSUSB. He earned his Ph.D. in Real Estate from J. Mack Robinson College of Business at Georgia State University. Prior to joining CSUSB, Dr. Liu had five years working experience in real estate industry and participated in multiple real estate development and construction projects from high-rise residential community, mixed-use commercial building, to public infrastructure.



Dr. Liu's teaching and research interests are in the areas of Real Estate Finance, Real Estate Asset Management, Real Estate Brokerage, and Corporate Finance. He has published multiple articles in leading peer-reviewed scholarly journals of Real Estate and Finance, such as Journal of Real Estate Finance and Economics, Journal of Real Estate Research, and Journal of International Review of Financial Analysis.

Kevin Guo, Ph.D

Department of Accounting & Finance

I am currently a Professor of Finance at the Jack H. Brown College of Business and Public Administration at CSUSB. I earned my Ph.D. degree in Finance at UTSA and my MBA degree at Boston University. I have also passed all three exams of CFA.

I believe that teaching future business and finance professionals enables me to fulfill in a highly meaningful way a personal goal of service to the community and to my profession. For years I have been responsible for FIN 5460 Student Managed Investment Fund at CSUSB (a.k.a., SMIF, a real-money fund portfolio sponsored by Citizens Business Bank (CBB)) whose purpose is to give the students hands-on experience and the responsibility for managing real money in today's changing investment world.



I guide undergraduate and graduate students every semester through their research, analysis, trading, and portfolio management processes and work with students' oral and written presentations to the Chief Investment/Financial Officers of CBB. With MY guidance, students gain extensive hands-on experience in performing investment research, investing money, and managing a portfolio before entering the workforce.

I would welcome the opportunity to teach a variety of courses, including Corporate Finance, Investments, Portfolio Management, Student Managed Investment Fund, Derivatives, International Finance, Asset Valuation, etc. On the journey of educational enrichment through the classroom experience and extracurricular activities, I work hard to be a mentor, a friend, and a colleague to my students.

In addition, I have endeavored to establish a good pipeline for my research and have strived to be a productive researcher and publish papers in well-regarded journals. My research interests include asset pricing anomalies, financial topics in emerging markets, public pension funds, style investing and ethical investing, earning management, political economics, disclosures, etc. So far I have published 1 book and have 16 articles accepted for publication in high-quality journals, including the Journal of Futures Markets, International Review of Financial Analysis, International Review of Finance, Journal of Fixed Income, and International Review of Economics and Finance. Now I am an associate/ guest editor of 2 business journals and I have been serving on the editorial board and review committee for more than 20 business journals and organizations.

Tian Tian, Ph.D

Department of Accounting & Finance

My name is Tian Tian, and I'm currently in my third year as a faculty member in the Department of Accounting and Finance. I earned my degree from Florida International University in the summer of 2022, and since then, I've been passionate about teaching and engaging with students in the field of accounting. I'm truly honored and excited to serve as the Advocate for the JHBC Office of Academic Equity.



I believe that fostering an inclusive environment where every individual is provided with fair and impartial opportunities for success is essential. This commitment extends across all dimensions of diversity, including gender, race, ethnicity, country of origin, socioeconomic background, disability, political beliefs, and sexuality. I am dedicated to promoting equity and ensuring that every member of our community feels valued, respected, and empowered to reach their full potential.

Asif Malik, Ph.D

Department of Accounting & Finance

Asif Malik joined the Jack H. Brown College of Business and Public Administration in September 2024 as an Assistant Professor of Finance. Before joining CSUSB, Asif taught at the University of Alberta, Brock University and the University of Oklahoma. His research primarily lies in Corporate Governance, Private Equity and Sovereign Wealth Funds.



His research has been presented at many prominent conferences, including the Financial Management Association, World Finance Conference (Cyprus), South Western Finance Association, Southern Finance Association (Planned) and the International Corporate Governance Conference Arizona State University (Planned). He has also published his research in the Annual Review of Financial Economics and the Journal of international Business Policy.

Samantha Liu, Ph.D

Department of Accounting & Finance

Dr. Liu received her Ph.D. in Accounting from University of North Texas (2009), MBA from University of Washington (2004) and B.A. in International Business from Beijing Foreign Studies University (1998). She had been working for Novartis Pharmaceuticals in China before moving to the U.S. Her industry experience focuses on budgeting and performance evaluation. She has published over 10 refereed articles in journals such as Journal of Contemporary Accounting and Economics, Review of Quantitative Finance and Accounting and Journal of Theoretical Accounting Research etc.



Her teaching area is Managerial and Cost Accounting. She believes that implementing DEI at workplace provides everyone with the opportunity to maximize their potential and to make meaningful contribution to the organization/society.