

Marcia Marie Countryman PhD, CPA

Associate Teaching Professor of Accounting

University of Missouri – St. Louis
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EDUCATION

Doctor of Philosophy in Business Administration - Finance, Accounting Saint Louis University, St. Louis, MO	1998
Master of Business Administration - Finance emphasis Northern Illinois University, DeKalb, IL	1988
Bachelor of Arts , Summa Cum Laude, Phi Beta Kappa - Accounting major Illinois College, Jacksonville, IL	1986

DISSERTATION

“The Impact of Integration on Hospital Profitability: A Case of Rural Hospitals.” Market pressures from managed care and government mandates are causing rural hospital CEOs to look outside their organization for support. It is thought that a remedy to these problems is to integrate with other hospitals. As yet, no study has found evidence that integration improves hospital financial performance. This dissertation studied the determinants of rural hospital profitability and searched for evidence of financial benefit from network affiliation.

Advisor: Charles A. James PhD

Committee: John P. Keithley PhD, Ik-Whan Kwon PhD

CERTIFICATION

Certified Public Accountant, State of Illinois	1989
Certificate in Effective College Instruction, Association of College and University Educators	2021

CHANCELLOR'S AWARD

<i>Excellence in Teaching for a Non-Tenure Track Faculty Member</i> University of Missouri-St. Louis	2021
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ADDITIONAL AWARD NOMINATIONS

MOCPA Outstanding Educator Impact Award Nomination	2019
Focus on Teaching & Technology Conference Teaching with Technology Award Nomination	2014

ACADEMIC TEACHING EXPERIENCE

Associate Teaching Professor of Accounting	2021-Present
Assistant Teaching Professor of Accounting	2015-2021
Lecturer of Accounting	2010-2015
University of Missouri-St. Louis (UMSL), St. Louis, MO	

- Innovator and leader in the use of technology in instruction. Pilot UMSL faculty member for Zoom and Collaborate Ultra.
- Utilizes highly interactive lecture discussion and multi-sensory resources to convey learning objectives.

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- Initiated pilot course participation in the Digital Partnership Program with McGraw-Hill, which is a UM system-wide initiative. Per UM system data, provided over \$200,000 in savings to my students from Fall 2014 through Spring 2017.
- Worked with the UMSL MyGateway administrators, McGraw-Hill digital content experts and administrators, to resolve program obstacles which enabled successful implementation of the Digital Partnership pilot program at USML.
- Collaborated with McGraw-Hill's Director of Digital Content to ensure error-free digital content in the new textbook edition resources. Utilizes highly interactive lecture discussion and multi-sensory resources to convey managerial accounting learning objectives.
- Motivates and inspires student achievement through current topic analysis and personalized learning experiences.
- Employs technology extensively by incorporating E book problems and document cameras within Panopto videos to capture a personalized review of course objectives and show step-by-step problem-solving examples.
- Enables a supportive classroom environment to foster strong student participation.
- Strives to constantly assess student achievement in an effort to ensure successful application of course accounting tools.
- Designed the necessary interactions (learner to content, learner to learner and learner to instructor) that make an incredible learning experience.

Current Courses

Managerial Accounting, Undergraduate, Synchronous online, In person, 100% Online
Financial & Managerial Accounting, Graduate, 100% Online Course
Internship in Accounting, Graduate & Undergraduate sponsor; 23 students to date

Past Courses

Managerial Accounting, Undergraduate, Large Lecture Course Fall 2011-Spring 2020
Financial & Managerial Accounting, Graduate, Hybrid Course Fall 2010, Spring 2016-Spring 2019
Managerial Accounting, Hybrid Course, 4 week and 8 week Courses Summer 2015, 2016
Financial Reporting & Analysis, Graduate, Hybrid Course Fall 2015

Focus on Teaching & Technology Conference Presentations

- "Trending-Online Proctoring! Let's share experiences and explore options" September 24, 2020. Offered participants a chance to hear faculty and student success professionals discuss proctoring and assessment challenges and solutions.
- "Changing Times Requires a Review of Collaboration Tools and Digital Content Management" September 29, 2017 with Marcel Bechtoldt. Described use of Zoom, Panopto and Kaltura in my classes. Demonstrated Zoom in Canvas and in the Zoom app.

College of Business Service

- Accounting Club Co-Sponsor – Guides Accounting Club officers in planning Accounting Club speaker events. Strives to extend Accounting Club presence at University events.
- Beta Gamma Sigma Faculty Sponsor – Business honor society sponsor

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Instructor of Accounting

St. Louis Community College, Wildwood, MO 2008-2011

- Prepared and presented lectures, developed exams and quizzes, and evaluated student performance.
- Utilized computer projects and case studies to further advance course objectives.
- Presented current topic issues to foster economic environment discussions.
- Connected with individual students in an effort to convey the importance and value of accounting.

Instructor of Accounting

University of Illinois at Springfield, Springfield, IL 1995

Instructor of Tax Accounting

Illinois College, Jacksonville, IL 1994-1995

Graduate Teaching Assistant of Finance

Northern Illinois University, DeKalb, IL 1986-1988

PROFESSIONAL EXPERIENCE

Senior Public Accountant

Phillip Rootberg & Company, Chicago, IL 1989-1991

Worked in auditing and accounting. Responsible for financial statement presentation and tax return preparation for corporations, partnerships, and individuals. Served as a financial consultant to medium and small clients in diverse industries. Maintained a proficient knowledge of various accounting and spreadsheet packages.

HONORS/ACTIVITIES

- The Honor Society of Phi Kappa Phi, Faculty Inductee
- ACUE Cohort in Effective Online Teaching Practices
- Ruffalo Noel Levitz Strategic Enrollment Planning Process - Student Success working group
- UMSL Athletic Advisory Committee
- Missouri Society of CPAs member
- Missouri Association of Accounting Educators Conference
- Annual Accounting Educators Seminar
- UMSL Inspire Mentor
- University of Missouri Faculty Scholar
- UMSL Health Management Program Planning Committee
- Delta Sigma Pi, UMSL Faculty Inductee
- Beta Gamma Sigma, UMSL College of Business Faculty Honoree
- UMSL Mobile Madness Committee
- Assistant Scoutmaster & Merit Badge Counselor, Troop 677
- Teaching & Learning AdvancED Standard Subcommittee, Rockwood School District
- Den Leader & Pack Trainer, Pack 677
- Treasurer, Strecker Farms Board of Governors
- Graduate Member, Northern Illinois University College of Business Curriculum Committee
- Illinois College - Cole Yates Rowe Memorial Scholarship in Accounting
- President, Delta Mu Delta Honors Business Fraternity

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RESEARCH INTERESTS

- Financial management and efficiency of health care entities
- Managerial accounting, performance measurement and health care financial management
- Accounting student performance in online/lecture environments, effects of educational technology resources
- Economic costs of resource misallocation

TEACHING INTERESTS

- Managerial Accounting
- Financial Accounting
- Corporate Finance