

Pleis, Letitia M
Accounting
Associate Professor

EDUCATION

PhD, University of North Texas, Denton, TX, Major: Accounting, Investment Decisions: Influence of an Internal Stock Message Board, 2007

MBA, University of Central Arkansas, Conway, AR, 2001

BBA, University of Central Arkansas, Conway, AR, Major: Accounting, Summa cum laude, 2000

EMPLOYMENT

August 2012 - Present, Associate Professor, Metropolitan State University of Denver

2007 - 2012, Assistant Professor, Metropolitan State College of Denver

2007, Instructor, University of Colorado Denver

2007, Instructor, University of Denver

2007, Teaching Assistant, University of North Texas

TEACHING FIELD AND ASSIGNMENTS

ACC 2020, Principles of Accounting II, Undergraduate

ACC 3400, Cost Accounting, Undergraduate

ACC 498, Curr Issues in Small Bus Acc, Undergraduate

ACCM 5400, Strategic Cost Management, Graduate

ACCM 5550, Contemporary Accounting Issues, Graduate

ACCM 5810, Small Bus Consult and Account, Graduate

ACCM 698F, Spec. Topics Account Research, Graduate

CERTIFICATIONS, HONORS, & AWARDS

Certifications and Licensures

Certified in Financial Management.

Certified Management Accountant.

Chartered Global Management Accountant, AICPA. (October 21, 2014 - Present).

The Chartered Global Management Accountant (CGMA) is a global management accounting designation that recognises the unique role played by men and women at organisations around the world who combine accounting and financial expertise with strategic insight to guide better business decisions. Additionally, it recognises the management accounting experience and expertise of accountants in academia.

Certified Public Accountant, Colorado. (2009 - Present).

Certified Public Accountant, Texas. (2003 - 2009).

Honors and Awards Received

School of Business Dean's award for overall faculty excellence. (May 2014)

School of Business Dean's award for Excellence in Teaching. (Spring 2011)

Jane Sewell Scholarship. (Spring 2007)

INTELLECTUAL CONTRIBUTIONS

Refereed / Peer Reviewed Publications

Journal Articles

Pleis, L. M. (2014). A New Graduate Accounting Course for the Small Business Accountant. *Business Education Innovation Journal*, 6(2). www.beijournal.com/Small_Bus_Acct_Course-BEIJ-1.doc
[Acceptanceletter_SmallBus-1.pdf](#)

Hathorn, J., Clifton, G. T., Pleis, L. M. (2012). A model to evaluate divisional managers within the generally accepted accounting principles framework.. *Academy of Accounting and Financial Studies Journal*, 16(4), 93-103.
[AAFSJ Vol 16 No 4 2012\[1\]-1.pdf](#)

Kang, G., Pleis, L. M., Teed, D. (2010). Neoliberalism, earnings management and executive compensation: A critical examination of Lucent Technologies.. *European Journal of Management*, 10(1), 33-48.
[Neoliberalism earnings management and executive compensation_a critical examination of lucent technologies2-1.pdf](#)

Pleis, L. M. (2009). How message board rumors can hurt your business. *Management Accountant Quarterly*, 10(4), 34-43.
Using an experiment with MBA students, the informational influences of Internet stock message boards was examined. The findings suggest that negative non-credible information impacts investment decisions of the non-professional investor
[IMA - Management Accounting Quarterly - Summer 2009-1.pdf](#)
[Qsummer2009Pleis-1.pdf](#)

Refereed / Peer Reviewed Presentations

Peer Reviewed Presentations (full-paper not published in proceedings)

Purdy, D. A., Pleis, L. M., Allied Academies' Fall International Conference 2012, "Small Business Accounting: Preparing Future Accountants Through a New Graduate Accounting Course," Paper, Allied Academies, Las Vegas, NV. (October 12, 2012).

[Small Bus Acct Course-Revised-1.doc](#)
[AAFS Proceedings 17\(2\) Fall 2012-1.pdf](#)

Pleis, L. M., IMA's 93rd Annual Conference and Exposition, "Bringing the Real World to Your Students: Using Strategic Finance Articles to Add Realism to the Classroom," Paper, Las Vegas. (June 12, 2012).

[Bringing the Real World-1.pdf](#)

Pleis, L. M., AAA Western Region Annual Meeting, "Framing Effects and Individual Differences: Exploring Decision Style as an Explanation for Mixed Results," Paper, Newport Beach, CA. (April 2011).

Hathorn, J., Clifton, G. T., Pleis, L. M., Allied Academies International Spring Conference, "A model to evaluate divisional managers within the generally accepted accounting principles framework," Paper, Orlando, FL. (April 6, 2011).

Pleis, L. M., AAA Western Region Annual Meeting, "Cost accounting and students' ability to put concepts together," Paper, AAA, Portland, OR. (May 2010).

[Presentation WAAA Cost Acc-1.pdf](#)

Pleis, L. M., IMA National Conference, "How message board rumors can hurt your business," Paper, IMA, Denver, CO. (June 2009).

Other Publications and Presentations

Pleis, L. M. (2014). Overcoming Uncertainty. (pp. 21). Montvale, NJ: Strategic Finance. imanet.org
[11_2014_sfbulletin-pdf-1.pdf](#)

Pleis, L. M. (2014). Lessons of Business. (9th ed., vol. 95, pp. 23). Montvale, NJ: Strategic Finance. imanet.org
[03_2014_SFbulletin-1.pdf](#)

Pleis, L. M., Western American Accounting Association Annual Meeting, "Advising Students: The Need to Map Your Accounting Department's Program to Various Professional Certifications, Not Just the CPA," Poster, Seattle, WA. (May 6, 2016).
[AdvsingStudentsWAAA2016-1.pdf](#)

Pleis, L. M., Western American Accounting Association Annual Meeting, "The Case for Open Source Textbooks in Accounting," Poster, San Diego, CA. (May 1, 2015).
[The Case for Open Source Textbooks in Accounting-1.docx](#)

Pleis, L. M., Western American Accounting Association Annual Meeting, "A New Graduate Accounting Course for the Small Business Accountant," Poster, Salt Lake City, UT. (April 25, 2014).
[Small Bus Acct Course-Revised2-1.pdf](#)

Pleis, L. M., Western American Accounting Association Annual Meeting, "Creative Ways of Teaching Cost Accounting Concepts," Poster, San Francisco, CA. (April 26, 2013).

Pleis, L. M., Western American Accounting Association Annual Meeting, "Teaching Without a Text: Overview of a Graduate Class on Contemporary Accounting Issues," Poster, Vancouver, Washington. (April 20, 2012).
[Lecture Outline Contemporary Acct Issues-1.doc](#)

Pleis, L. M., Allied Academies' Spring International Conference 2012, "A Look at Start-up Business Accounting: The Cost of not Being Proactive in Accounting and Tax Preparation," Abstract, Allied Academies, New Orleans. (April 4, 2012).

[A look at startups-1.docx](#)

[AAFS Proceedings Spring 2012-1.pdf](#)

Pleis, L. M., Brands, K., Lillie, R., Tschakert, N., 2011 American Accounting Association Annual Conference, "Teaching with Technology: An Update," Panelist, American Accounting Association, Denver, CO. (August 2011).

This panel discussed various technology that could be used in the classroom. Each panel member had 20 minutes of individual presentation time.

Pleis, L. M., 2011 American Accounting Association Annual Conference, "Using Online Discussion Groups with Cost Accounting Articles," Poster, American Accounting Association, Denver, CO. (August 2011).

Want your cost accounting students more interested in relevant accounting literature? Students often interact with others through online discussions, peak their interest in accounting by setting up discussion boards. This presentation demonstrated how to create, guide, and grade an online discussion.

Pleis, L. M., CTLA CPE: Cutting Edge Technology / American Accounting Association Annual Conference, "Becoming a Star: Using Technology to Create and Present Videos Online to Supplement the Teaching of Accounting," Workshop or Seminar, Academic, American Accounting Association, Denver, CO. (August 2011).

One of only four 100 minute workshops on teaching with technology at the conference. Topics covered included: (1) benefits of providing online videos; (2) options and equipment needed for shooting a video; (3) software for editing and (4) uploading videos to the internet.

[CPE 21 - 2011 AAA Annual Meeting-1.pdf](#)

[Online Video-1.pdf](#)

Pleis, L. M., AAA Western Region Annual meeting, "Influencing investors' attitudes," Paper, AAA, San Diego, CA. (April 2009).

Pleis, L. M., ABO Research Conference, "Investment decisions: Influence of an Internet stock message board.," Paper, ABO Research, Philadelphia, PA. (October 2007).

Non-peer Reviewed Presentations

Pleis, L. M., Mile High Business Alliance, "Small Biz Tax Year-End-Tax Workshop," Mile High Business Alliance, Denver, CO. (January 24, 2012).

[Print - Small Biz Year-End Tax Workshop _ Mile High Business Alliance-1.pdf](#)

Pleis, L. M., Small Business Week, "Tax Account Requirements When Starting a New Business," Mile High Business Alliance, Denver, CO. (May 21, 2011).

Presented information for new businesses on how to setup various tax accounts (federal, state and local levels) and addressed questions the small business owners had

[Small Business Week Forum _ Mile High Business Alliance-1.pdf](#)

[Tax Account Requirements When Starting a New Business _ Mile High Business Alliance-1.pdf](#)

Pleis, L. M., Mile High Business Alliance/Denver Handmade Alliance, "Ten Accounting Issues a New Business Needs to Know About," Mile High Business Alliance/Denver Handmade Alliance, Denver, CO. (April 26, 2011).

Pleis, L. M., Mile High Business Alliance/Denver Handmade Alliance, "Understanding local sales tax," Mile High Business Alliance/Denver Handmade Alliance, Denver, CO. (May 3, 2010).

Pleis, L. M., Create Denver Expo, "Navigating Local Taxes," Denver, CO. (April 10, 2010).

Pleis, L. M., Mile High Business Alliance, "Small Biz Tax Basics Workshop," Mile High Business Alliance, Denver, CO. (January 18, 2010).

Pleis, L. M., "Equity Compensation for the Start-up," Boulder Denver New Tech, Boulder, CO. (December 1, 2009).

Research/Work in Progress

Pleis, Letitia M, "The need for more affordable textbooks in accounting." (On-Going)
According to a study completed by The Student Public Interest Research Groups (<http://www.studentpirgs.org/textbooks>) the costs of textbooks have increased 82% during the last decade. Many students try to lessen the cost of higher education by not purchasing the textbook. In the study it is highlighted that many students that do this are worried that the practice will cause lower grades, but have no choice because of limited funds. The textbook model is broken and now is the time to fix it. A survey of accounting students is used to specifically look at this problem and suggest solution for accounting education.

Pleis, Letitia M. "The relationship between opportunity cost, sunk cost, and the fear of missing out in management accounting decisions." (On-Going)
Previous management accounting literature has looked at opportunity cost and sunk cost and the influence on decision making. In this paper a new approach is taken and looks at how the fear of missing out (FOMO) plays a role in decision making. While it is a new term usually attached to millennials anxiety over missing out on what their peers are experiencing, it is actually a psychological bias that impacts various decisions.

Pleis, Letitia M, "Being the creative accountant, adding the right side of the brain to the accounting profession." (On-Going)
Accountants are often labeled as "bean counters" and "number crunchers" and accounting is associated with left brain thinking. In today's society left brain thinking is not enough. To survive today's accountant needs to employ right brain thinking and provide more information to employers and clients than just the numbers. In this paper a study of current accountants left or right brain personality is discussed and suggestions on how to incorporate more right brain thinking into accounting is give

Pleis, Letitia M, "Discussing Strategic Finance articles in Cost Accounting" (On-Going)
Today's student often interacts with others through online discussion about sports and special interest issues. Using online discussion boards to discuss current accounting literature helps students improve their communication skills while focusing on relevant issues. It also allows everyone the opportunity to express his/her thoughts without interruption or one individual dominating the conversation. This paper covers how to create, guide and grade an online discussion

Pleis, Letitia M, "Memory of numerical data: Influencing capital budgeting decisions" (On-Going)
I propose a study that uses the Kida and Smith (1995) model and focuses on the encoding and retrieving of numerical accounting information within a capital budgeting context. More specifically, within a capital budgeting decision context do affective reactions influence the decision made by the decision maker and are numerical and comparison information reconstructed to match the affective reaction? Currently developing the experimental instrument.

Pleis, Letitia M, "The influence of quantitative versus qualitative information on anticipatory emotions and the perceived degree of uncertainty in capital budgeting decisions" (Planning)
Does information type (quantitative versus qualitative) influence an emotional response that can influence an individual's capital budgeting decision

Pleis, Letitia M, "The start-up business's accounting needs" (On-Going)

This research is based upon the various workshops I presented in the community for small business. This paper will evaluate the perceived needs of the business owner with actual accounting requirements for a successful business.

Mayper, A., Pleis, L. M., Wilner, N. The Security of Objectivity through Quantification..

Is accounting a science of quantification, as many believe? We believe that most people view accounting as a merely technical discipline that reports economic "truths" about individuals, entities, and a host of managerial decisions. Our general research question is: how do people perceive characteristics of quantitative bits of evidence versus qualitative (non-quantitative) bits of evidence? We believe there is a perception of objectivity related to all quantitative elements as compared to comparable non-quantitative elements and this may bias decision makers toward accepting quantitative information as "factual" and non-contestable. Current paper has stalled due to the death of the lead author.

Conferences Attended

Online Learning Consortium, Emerging Technologies for Online Learning, Dallas, TX April 2015.

Colorado Society of CPA's, Colorado Society of CPA's Faculty Symposium Fall 2014.

American Accounting Association, American Accounting Association Annual Meeting of the Western Region, Salt Lake City, UT April 2014.
Presenter

American Accounting Association, American Accounting Association Annual Meeting of the Western Region, San Francisco, CA April 2013.
Presenter

American Accounting Association, American Accounting Association Annual Meeting of the Western Region, Vancouver, WA April 2012.
Presenter

American Accounting Association, American Accounting Association National Conference, Denver, CO August 2011.

American Accounting Association, American Accounting Association Annual Meeting of the Western Region, Newport Beach, CA April 2011.
Presenter

Institute of Management Accountants, Institute of Management Accountants 2010 Annual Conference, Baltimore, MD June 2010.

American Accounting Association, American Accounting Association Annual Meeting of the Western Region, Portland, OR April 2010.
Presenter

Prentice Hall Accounting, Prentice Hall Accounting Symposium for Educators, Phoenix, AZ March 2010.

Metropolitan State College, Spring Faculty Symposium, Denver, CO January 2010.

Colorado Society of CPA's, Colorado Society of CPA's Faculty Symposium 2009.

Metropolitan state College, Fall Faculty Symposium, Denver, CO August 2009.
Panel Presenter

Institute of Management Accountants, Institute of Management Accountants 2009 Annual Conference, Denver, CO June 2009.

American Accounting Association, American Accounting Association Annual Meeting of the Western Region, San Diego, CA April 2009.

Master Teacher Program, Atlanta, GA May 2008.

ABO Research Conference and Doctoral Consortium, Philadelphia, PA 2007.
Presenter

Colorado Society of CPA's, Colorado Society of CPA's Faculty Symposium 2007.

Advanced Study and Professional Training

AACSB, Strategies for Delivering Online/Hybrid Courses and Degree Programs Seminar, Seminar, Tampa, FL September 2011.

SERVICE

Department of Accounting

Accounting Department Scholarship Committee, 2008 - Present

MSU Denver Institute of Management Accountants, Faculty Mentor, 2008 - Present
Advise students on the IMA and CMA certification, travel with students wanting to attend the annual IMA Student Leadership Conference
[IMA Academic Mentor-1.pdf](#)
[Student Letter IMA-1.pdf](#)

College

School of Business Online Advising Task Force, 2010 - 2013
develop text for the various learning module, quiz questions, and provide feedback on the final online course
Created an online advising course for School of Business students
[OnlineAdvising-1.pdf](#)

AACSB Strategies for Developing Online/Hybrid courses and Degree Programs Seminar, Attendee, Meeting, September 19, 2011 - September 20, 2011
Learned about best practices in online/hybrid business school education

School of Business Student and Faculty Engagement Task Force, 2010
assisted in the understanding of the AACSB standards 12-14
led to the recommendation of an electronic database to store evidence for the activities under these requirements

ABET 2009 Assessment, 2009
Contributor to the ABET 2009 Assessment of ACC 2020 Principles of Accounting II

University Level - Metropolitan State University of Denver

Academic Technology Subcommittee, Committee Member, Spring 2014 - Present

College of Business representative to this university committee. Focus is on a faculty/technology conversation about what is upcoming for the university and what the faculty would like to see in the future

Faculty Senate RTP Committee, Committee Member, Fall 2012 - Spring 2014
Review applications for third year retention, tenure and promotion

Faculty Senate, Committee Member, 2008 - Spring 2014

Faculty Senate Budget Committee, Committee Member, 2009 - 2013
Provided insight into the budget from an accountants perspective
Worked with the Faculty Senate Welfare committee on the Comprehensive Faculty Compensation Plan

Faculty Senate Budget Committee, Committee Chair, Spring 2011 - Spring 2013
Planned meetings and worked with Budget Office to arrange special meetings on budget updates
1. Worked with budget office to create a Budget Terms Glossary
2. Beginning stages of working with various groups on a summer budget process improvement

Faculty Senate SCOB Caucus Chair, May 2011 - February 2013

Senate President's Council, Committee Member, May 2011 - February 2013
Meet monthly with the President and present faculty concerns.

Faculty Senate Executive Committee, Committee Member, January 2011 - February 2013
Meet on non-Senate Wednesdays to discuss Senate items in a smaller group setting, plan the agenda for the Faculty Senate meetings

Financial Exigency Committee, Committee Member, September 2011 - May 2012

Faculty Senate Professional Leave Committee, Committee Member, 2010 - 2011

Academic Excellence Award Committee, Committee Member, 2008 - 2009

Community

Denver Centennial Chapter IMA Board of Directors, Student Night Chair, 2010 - Present
Vote on activities and budget issues of the chapter; Planned the annual student night

Mile High Business Alliance, Consultant, 2009 - Present
Helped with various accounting needs and provided accounting presentations for their business members

Buchanan Media, LLC, Volunteer, 2008 - Present
Volunteer accounting consultant for startup

American Society of Women Accountants Student Night Committee, Committee Member, 2009 - 2010
Provided input on attracting students to the event

Mogic, LLC, Volunteer, 2007 - 2008
Accounting consulting for startup

Professional Organizations

Cost Accounting textbook for McGraw Hill, Review Panel Member, 2009 - 2011

Reviewed and provided feedback on a proposed table of contents and three chapters of the proposed text

Reviewer, Textbook, 2009

Reviewer Fundamental Managerial Accounting Concepts 5th Ed McGraw Hill

Reviewer, Textbook, 2009

Reviewer Cost Accounting Foundations and Evolutions 7th Ed. South-Western Cengage Learning

[Book Acknowledgment-1.pdf](#)

Professional Memberships

American Accounting Association.

Colorado Society of Public Accountants.

Institute of Management Accountants.

American Institute of CPAs, AICPA. (November 2014 - Present).

Accounting and Financial Women's Alliance. (2007 - Present).

