

YOUAN ROBERT LIN *Ph.D., CMA, EA*
Associate Professor, Department of Accounting & Finance
College of Business and Economics
CALIFORNIA STATE UNIVERSITY, EAST BAY
Hayward, CA 94542
Telephone Office #: (510) 885-3002
E-Mail: robert.lin@csueastbay.edu Fax#: (510) 885-7175

EDUCATION

Ph.D., Management, University of California, Los Angeles, 1989
Master of Accountancy, Florida State University, Tallahassee, Florida, 1983
Master of Business Administration, Embry-Riddle University, Daytona Beach, Florida, 1981
Bachelor of Science, National Central University, Taiwan, Republic of China, 1973

LICENSES / CERTIFICATION

- *Internal Revenue Services Enrolled Agent*, #00108959, 2013
- OLC (*Online Learning Consortium – formerly Sloan Consortium*) *Online Teaching Certification with Mobile Learning Mastery* (completion January 2015)
- *Certified Management Accountant (CMA)*, #3612, 1984

EMPLOYMENT HISTORY

Teaching/Research Experiences:

- California State University, East Bay, College of Business & Economics, 1989 - present
- University of California at Los Angeles, Graduate School of Management, 1983 - 1989
- Florida State University, College of Business, 1981 - 1983
- National Taiwan University, Graduate School of Oceanography, 1975 - 1976

International Education Experiences:

- Participated in Taxation Seminar for Overseas Compatriot Accountants (May 2011) hosted by the Overseas Compatriot Affairs Commission, Republic of China, Taipei, Taiwan
- Taught Governmental Performance Auditing training courses for Chinese Senior Auditors Group, San Jose State University 2007
- Provided multiple training courses and cultural visits for delegations from the Party School of the Central Committee of the Communist Party of China, 1998-2002
- Recommended improvements for academic and student activities programs at National Central University(NCU) in Taiwan on behalf of NCU alumni association, 2009-2011

- Served as visiting scholar at University of Surabaya, Summer 2001

Professional and Entrepreneurial Experience:

- Ensign Consulting Services - provides incorporation, accounting, taxation, financial, and management consulting services to the local community. 2003-present.
- Develop and evaluate alternative evaluation models for financial analysts. Investors' Relations, Applied Materials, Inc., 2007
- Prepare models to analyze & report on Hyperion's technology asset (PC's, Laptops, software) ownership & technology services (telephony services) utilized. Hyperion Solutions, Summer 2006.
- Support the testing of the internal control environment required under Sarbanes Oxley 404 certification, Lockheed Martin Space Systems Company, Summer 2005
- New United Motor Manufacturing Inc. (NUMMI) Budget Analyst, Management Training, and Accounting System Consultant, 1999-2005
- Amax Engineering Co., Inventory Management, Product Costing, 2004-2009
- Evaluation, Testing, and Training for ARGIS System, Enterprise Information Services Division, Lockheed Martin Space Systems Company, Summer 2003
- DICON Fiber-Optics, Analysis of Phantom Stock Benefit Plan, 2002
- Union Bank of California, *Evaluation of Risk Management Model*, 1999

PUBLICATIONS / SCHOLARSHIP WORKS / MANUSCRIPTS

- Hsu, P. and Y. R. Lin, "FAIR VALUE ACCOUNTING AND EARNINGS MANAGEMENT" 2016 *Eurasian Journal of Business and Management*, 4(2), 41-54
- Satin, D., Jan, C., and R. Lin, 2014 "Learning Managerial Accounting in Lower Division: a Three Phase Project Approach" co-authored with published in *International Research Journal of Applied Finance*, February.
- Mangold, N., D. Satin, C. Jan, and Y. R. Lin, 2010 "The Effect of Cross-Border Mergers and Acquisitions on Shareholder Wealth: Evidence from China" *International Journal of Global Business and Economics(IJGBE)*
- Chow, C., R. Hwang, and Y. R. Lin, 1996 "The Fit between Organizational Cultures and CPA Firm Performance" *The Asian Accounting Review*
- *Managerial Accounting: A strategic Approach*, Working Paper, McGraw-Hill/Irwin, 1992.
- "APPLIED MATERIALS Discounted Cash Flow(DCF) VALUATION MODEL USER GUIDE Investors' Relations, Applied Materials, Inc., 2007
- "Users' Guide for Cingular GSM & TDMA Process", Hyperion Solutions, 2006

- “Personal Trainer: Online Tutorial for Managerial Accounting”, Thompson-Southwestern Publishing, 2005
- “COGNOS Users Guide for Financial Analysts”, New United Motor Manufacturing Inc. (NUMMI), 2004
- “ARGIS System Users Guide”, Enterprise Information Services Division, Lockheed Martin Space Systems Company, Summer 2003
- “PeopleSoft eBudget Training Manual” New United Motor Manufacturing Inc. (NUMMI), 2001
- “Accounting Concepts and Budgeting Process”, New United Motor Manufacturing Inc. (NUMMI), 2001

PROCEEDINGS

- Lin, R. and Y. Guo, “Social Responsibility Accounting and Sustainability of Developing Economy” 2015, Proceedings of the International Conference on Global Business, Economics, Finance and Social Sciences (ISBN: 978-1-941505-22-9)
- Lin, Y.R., “Tax Coordination and Economic Integration of the ASEAN Economic Community” Proceedings of the Second Asia Pacific Conference on Global Business, Economics, Finance and Social Sciences, Danang City, Vietnam, July 2015.
- Lin, Y.R., “Project Portfolio Management for Social Responsibility Reporting” Proceedings of the Global Conference on Business and Finance, 2015 Costa Rica.

PROFESSIONAL AND PUBLIC SERVICES AFFILIATIONS

- Member of Ohlone Community College Accounting Program Advisory Committee
- Member of Institute of Management Accountants, 1989 – present
- Industry Initiatives For Science and Math Education (IISME), fellow, 1997-2006
- American Institute of Certified Public Accountants (AICPA), participated in special project in reviewing/designing questions for the new Computer-Based Testing (CBT), 2001.
- Member of Mission San Jose Certified Emergency Respond Team (CERT), 1999-present
- Member of Directors of Board, Citizen for Better Community, 2000-2004
- Member of Audit Committee for the Fremont Unified School District, 1999-2000

STUDENT ADVISORY SERVICES

- Evaluate incoming student applicants for international program at CSU, East Bay, 2012-2013
- Served as faculty advisor for Chinese Students Association at CSU, East Bay, 1997-2000