

Dr Alan Parkinson EdD, MSc, MA, FCCA, ACMA/GCMA Cert.Ed

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Alan is School Deputy Director (Education) in the School of Management (SoM), University College London (UCL). He is FAE (Finance, Accounting & Economics) teaching team Lead, Chair of SoM Teaching Committee, Chair of SoM Examination Boards, and responsible for line management of a range of teaching staff. He is a (twice) qualified accountant (FCCA and ACMA/CGMA), with a Doctorate in Education (theme: *Accounting Education*) from the Institute of Education (IOE), University of London, a Masters degree (City University Business School), and a Higher Education Teaching Certificate (IOE). He has an MA in Early Modern History from the University of London. His teaching role in SoM has seen him re-organise and engineer the evolution of the Accounting/Finance curricula, and at a departmental level initiate and deliver the use of technological teaching and assessment innovations. He is Visiting Professor in Managerial Accounting at Ecole des Ponts, Paris.

Prior to joining UCL, he held a number of senior positions in other institutions: Director of the Masters Programmes in the School of Business and Management at Queen Mary, University of London; Head of Centre for Financial Management, and MBA Programme Director in the Open University Business School (OUBS); Director of Accounting Studies in Hatfield Polytechnic, now University of Hertfordshire; Head of School of Accounting and Taxation, and Sub-Dean of the Faculty of Administrative Studies at South Bank Polytechnic, now London South Bank University.

He combines a sound technical base across all aspects of accounting and finance with excellent communication skills, delivering knowledge, understanding and skills in a user-friendly, relevant, manner – with humour! He has teaching experience across both Masters and Undergraduate levels, and on vocational and professional courses accountancy courses. His teaching stretches across the management spectrum, with an emphasis of integrating accounting/finance with other management subject areas. In UCL he specialises in Managerial Accounting and Financial Management modules, and contributes to more generic Accounting modules. He regularly receives excellent teaching evaluations.

His has extensive training and consultancy expertise. He has international experience in many countries, including Switzerland, China, USA, South Africa, Abu Dhabi, Singapore and Russia, in addition to the UK and other EU countries. His consultancy has focused on helping managers to achieve high performance for their organisations through improved cost management and better financial decision making. He works regularly on Executive Education Programmes, particularly with Duke Corporate Education. He regularly helps higher education managers to make sense of matters financial. His client list includes/has included University of Manchester, Cardiff University, University of Kent, SOAS, the 1994 Group, and the AUA. He is a registered CMI (Chartered Management Institute) assessor. His focus stretches across the Accounting and Finance spectrum. He has delivered courses on *Finance for Non-financial Managers*, *Management Accounting and Decision Making*, *Strategy*, and *Performance Measurement*. He also delivers business understanding-type courses.

He has authored in excess of 20 units for the Open University; *Managerial Finance* was published by Butterworth Heinemann in 1997; *Making Sense of Financial Accounting*, a Custom Text with L. Chew, was published by Pearson in 2009; *Understanding Accounting*, a Custom Text for post-graduate management students, and *Making Sense of Accounting for Business*, a Custom Text for undergraduate students, were published in September 2011 by Pearson, with *Managerial Accounting for Decision Making* another custom text in December 2011, each a joint venture with L.Chew. A Pearson Custom Text *Making Sense of Financial Decision Making* is scheduled for January 2018. He researches through scholarship and regularly presents papers at international conferences. In the last four years he has seven international conference presentations, and five journal publications.

Education / Qualifications

EdD Doctorate in Education

Institute of Education, University of London (by part-time study).

Teaching Certificate for Higher Education (*with Distinction in Theory of Education*)

Institute of Education, University of London (by part-time study).

MSc Administrative Sciences

City University Business School (by part-time study).

Associate Member Global Chartered Management Accountant (GCMA/CIMA)

Qualified Accountant CIMA (by part-time study).

Fellow of Association of Chartered Certified Accountants (FCCA)

Association of Chartered Certified Accountants (ACCA).

MA Early Modern History, 2011

Birkbeck College, University of London (by part-time study).

Professional History

Deputy Director (Education)

UCL School of Management, University College London.

Joined January 2010

- Responsible for curricula (with deputy Director – Academic Affairs, assessment, and education quality across the School (and prior to November 2016 responsible for recruitment of new Teaching Fellows, and workload allocation for all School academic staff).
- Chair of School's Teaching Committee.
- Chair of Exam Boards for School's Undergraduate and Post-graduate Taught Programmes.
- Responsible for the School's Annual Monitoring Review, and Internal Quality Review
- Member Faculty Teaching Committee
- Lead for Finance, Accounting and Economics Group in School.
- In UCL School of Management is/has been Module Lead at UG level for: Managerial Accounting for Decision Making; Accounting for Business; Management Information and Control, and at PG level for: Financial Management; Managing Finance; Financial Decision Making; Accounting; Entrepreneurial Finance.
- MSc Professional Accountancy (MPAcc) *in production*: Development Programme Director responsible for design of Programme and for each of modules covering Strategic Financial Management, Strategic Performance Management, Global Issues for the Finance Professional, and Development Module leader on each of + Module Lead for Global issues for the Finance Professional. (MPAcc is an online MSc and is a joint venture with University of London and Association of Chartered Certified Accountants (ACCA).
- MSc Professional Accountancy (MPAcc) *in presentation*: Deputy Programme Director (including specific responsibility for international institutions support) + Module Lead for Global issues for the Finance Professional.
- MSc Professional Accountancy Steering Committee comprising UCL School of Management, University of London and ACCA.
- Supervision of undergraduate and postgraduate dissertations.
- Designed and delivered sessions in School's Global Masters Summer Schools 2017 (July), 2016, 2015, 2014.
- Contributions to UCL and School scholarship and citizenship:
 - Designed/delivered School Teaching and Learning Forum 2015, 2016, 2017 (September)
 - Chaired UCL Human Resources Disciplinary Panel, 2016

- FES Faculty Working Group on PG Programmes Taught Education Frameworks, 2017
- UCL Working Group on Online Provision, reporting to UCL SMT, 2017

Design and Delivery of MOOCs

With University of London and Coursera:

- **2015-16: Keeping up with Change: Issues for the Finance Professional**
- **2016-17: International Business Environment**

Birkbeck, University of London (2008 to 2009)

- *Auditing* (Undergraduate)
- *Advanced Financial Accounting* (Undergraduate)

Visiting Professor, (April 2004 to present)

Tongji University, Shanghai.

- Visiting Professor in Managerial Accounting teaching on SIMBA (Shanghai International MBA).

Visiting Professor, (September 2012 to present)

Ecole des Ponts Business School, Paris.

- Visiting Professor in Management Accounting teaching on Executive MBA Programme, and on MBA Entrepreneurship and Innovation.

Academic Lead (Finance) and Tutor, (Spring 2012 to 2015)

Goldman Sachs 10k Small Business Growth Programme

- Finance Lead responsible for the design and delivery of the Finance sessions of the six cohorts who went through the programme.

Visiting Fellow in Finance, (2014 to 2016)

Sotheby's Institute of Art, London.

- Design and delivery of Finance components for the MA Art Business programme.
- Assessment of student business projects.

Senior Teaching Fellow, (April 2004 to December 2009)

School of Business and Management, Queen Mary, University of London.

- Module Leader responsibility for the design and delivery of lectures, workshops and seminars for i) undergraduate core Financial Accounting, Management Accounting, and Financial Management modules within the BSc Business Management programme and as electives in other UG Programmes as well as elective modules; and ii) postgraduate Finance modules.
- Director of Masters Programmes between 1 May 2005 and 31 July 2008 expanding portfolio from one to four Masters Programmes, and resultant student numbers from 40 to 200+.

Hill Samuel Senior Lecturer in Accounting & Finance

The Open University Business School.

- Director of MBA Programme responsible for the launch of the programme in 1989, developing it into Europe's largest MBA programme with 3,000+ students.
- Head of Centre for Financial Management
- Member of School Senior Management Team.
- Design/delivery of range of Accounting/Finance modules for Certificate/Diploma/MBA.
- Author of in excess of twenty written texts.

Senior Lecturer in Accounting

The Hatfield Polytechnic (now University of Hertfordshire).

- Director of Accounting Studies.
- Director of Accountancy Foundation Programme.
- Responsible for range of professional accountancy, banking, and UG Accounting modules.

- Designed, developed and taught modules on the externally funded Manpower Services Commission Small Business Development Programme.

Senior Lecturer in Accounting and Finance

Polytechnic of the South Bank (now London South Bank University).

- Head of School of Accounting and Taxation.
- Sub Dean Faculty of Administrative Studies.
- Director of Accountancy Foundation Programme.
- Responsibility for a range of professional accountancy and UG Accounting modules.

Other Visiting Fellow Academic appointments include/have included:

- Warwick Business School
- Regents Business School
- London College of Accountancy
- Netherlands Institute of MBAs (NIMBAS)

Other Appointments and Affiliations

- Higher Education Academy Associate - invitation to undertake international educational consultancies (2014).
- Higher Education Academy Journal Editorial Board for Business and Management Education in HE: An International Journal – invitation to serve on Editorial Board (2013).
- Chartered Institute of Public Finance and Accountancy (CIPFA) – invitation to undertake educational consultancy for public sector managers (2014).
- Global Business and Technology Association Track Chair and Reviewer (Accounting) since 2012.

Prizes, Awards and Other Honours

Dates, detail of prize, award or honour and awarding / electing body

- **E-Learning Development Grant (ELDG) Award, UCL** – 2014 bid winner (£2,000)
- **Best in Session Awards (x 3)** – Global Conference on Business and Finance, 2012, 2013 and 2014
- **Outstanding Research Awards (x 2)** – Institute of Business and Finance Research, 2013 and 2014.

Research/Scholarship Activity

I have actively undertaken scholarship-related research activities over the last twenty six years. These activities have included writing papers, conference presentations, serving on editorial and review boards, serving as Chair and Discussant at numerous national and international conferences, as well as holding workshops/seminars within UCL, and elsewhere. My scholarship research activities are within the fields of Accounting, Accounting Education, Teaching and Learning Technologies, Accounting History, Budgetary (theory and application) and Accounting for Sustainability. Such activities are closely aligned with and often inform my own teaching.

Recent Scholarly Publications

- Chew, L., and Parkinson, A. (2016) An analysis of applied professional teaching practices in relation to research and policy. *International Journal of Higher Education Management (IJHEM)*, Vol. 3 Number 1
- Chew, L., Miller, R., and Parkinson, A. (2013) Student Perceptions of e-learning Components within a Masters Level Financial Management Module. *The Journal of American Business Review*, Cambridge, Volume 2, Number 1.
- Chew, L., Miller, R., and Parkinson, A. (2012) Effectiveness of the Use of Video Podcasts within a Higher Education Managerial Accounting Curriculum: A Study into Student Perceptions. *GSTF Journal on Business Review*, Volume 1, Number 4.
- Chew, L., Parkinson, A. (2012) Student Perceptions of e-learning Components within an Undergraduate Module. *GSTF Journal on Business Review*, Volume 1, Number 3.
- Chew, L., Parkinson, A. (2012) Student Perceptions of e-learning Components within a Masters Level Accounting Module. *IEEE CECNet*, Volume 5.

Published Texts/Books

- *Managerial Accounting for Decision Making*, (a custom text for undergraduate students, co-edited with L. Chew), published by Pearson (2011).
- *Understanding Accounting*, (a custom text for post-graduate management students, co-edited with L. Chew, with 3 original chapters), published by Pearson (2011).
- *Making Sense of Accounting for Business*, (a custom text for undergraduate students, co-edited with L. Chew, with 3 original chapters), published by Pearson (2011).
- *Making Sense of Financial Accounting: An Introduction for Business Management Students* (a custom text for undergraduate students, co-edited with L. Chew, with 3 original chapters), published by Pearson (2009).
- *Managerial Finance*, published by Butterworth Heinemann (1997).
- *Accounting Principles*, authored as part of tax staff open learning scheme for Her Majesty's Inspector of Taxes (1996).
- Authored in excess of 20 Course Units published by The Open University (1987 to 2003) including more recently:
 - Financial Stakeholders; Calculating and Interpreting Financial Ratios; Insights into Management Accounting; Making Sense of Budgets; Financial Frameworks; Counting the Cost; Balancing the Budget; Making Models – An Introduction to Financial Modelling; Cost and Management Accounting; Budgetary Control; Using Financial Ratios; Cost Accounting; Investment Appraisal.

- *Management for the Internal Audit Function*, published by the Institute of Internal Auditors UK as part of the IIA-UK distance learning scheme (1985).
- *Business Administration*, published by The Financial Training Company (1983).

Conference presentations, papers, awards and participation activities

2017

Workshop demonstrating a team-based business simulation within an on-line global masters programme: making constructivist pedagogy work; 2017 International Conference on Education, The Clute Institute, New York July August 2017 (*co-author/presenter L. Chew*).

Blending research methodology with business planning through an airport management on-line simulation; Learning, Teaching and Student Experience Conference, Chartered Association of Business Schools, Bristol April 2017. (*co-author L. Chew*).

2016

Engineering the DNA of the Accountant: Evidence from Professional Bodies; Global Leadership and Management Conference, University of Riverside, California. (*co-author L. Chew*).

An analysis of applied professional teaching practices in relation to research and policy; International Conference on Business & Economic Development (ICBED), New York. (*co-author L. Chew*).

2015

The Reality of Using Activity-Based Costing in China: An Assessment Study of Perceptions of Managers; 31st International Business Research Conference, Ryerson University, Toronto (*co-authors: L. Chew and M. Yang*)

2014

Activity based costing in China companies: reconciling reality with theory; 21st Century Academic Forum Conference, Berkeley CA, USA. (*co-authors: L. Chew and M. Yang*).

Instructivist and constructivist pedagogies within two accounting modules: a comparative study; 30th Annual Conference Distance Teaching & Learning, University of Wisconsin, Madison WI, USA. (*co-author L. Chew*).

Making budget management work: perceptions of private sector managers regarding the theory and reality of budget experiences; Global Business and Technology Association, 16th Annual International Conference, Azerbaijan. (*co-author L. Chew*).

Student and Educator perceptions of screencasts as an e-learning component; Global Conference on Business and Finance, USA. (*co-author L. Chew*). *Winner of Outstanding Research Award*.

Track Chair (Accounting); **Paper reviewer** (Accounting); **Discussant**; Global Business and Technology Association, 16th Annual International Conference 2014, Baku, Azerbaijan.

2013

Developing a framework to determine the total cost of ownership for an audio/visual lecture capture system in Higher Education institutions; Global Business and Technology Association, 15th Annual International Conference, Finland. (*co-author L. Chew*), 2013.

Mercantilism, globalization, unethical practices, corruption: a case study of the relationship between the English East India Trading Company and the Monarchy in the context of collaborations in the slave trade and other commercial activities in the seventeenth century.

Global Conference on Business and Finance, USA. (co-author L. Chew) *Best in Session Award; Outstanding Research Award, 2013.*

2012

Joint Trading Ventures between the English East India Company, the French East India Company, and Other Trading Entities: An Interdisciplinary Study of Their Collaborations in the Slave Trade and Commodity Exchanges between 1600 and 1750. Global Conference on Business and Finance, USA. (co-author L. Chew), *Winner of Best in Session Award and Outstanding Research Award, 2012.*

2011

Effectiveness of the Use of Video Podcasts within a Higher Education Managerial Accounting Curriculum: A Study into Student Perceptions. EeL 2011 – Annual International Conference on Education and e-learning, Singapore. (co-author L. Chew), 2011.

Student Perceptions of e-learning Components within an Undergraduate Accounting Module: A Pilot Study; EeL 2011 – Annual International Conference on Education and e-learning, Singapore. (co-author L. Chew), 2011.

2010

Determinants of Performance in a Distance Learning Accounting Course: Perceptions of Students and Implications for Educators; European Accounting Association, Istanbul, Turkey. (co-author L. Chew), 2010.

The Use of Environmental Management Accounting Information by Managers in Companies in China: Matching Theory with Reality; Sustainability Conference, University of Cuenca, Ecuador. (co-author L. Chew), 2010.

2009

The Theory and Reality of ABC Implementation: Perceptions of Managers in China Companies; European Accounting Association, Tampere, Finland. (co-author L. Chew), 2009.

2007

Accounting and Finance Syllabi: Are Students Practising What We Preach?; British Accounting Association, South West Regional Group, University of West England, Bristol. (co-author L. Chew), 2007.

2006

Implementing Resource Accounting & Budgeting: Perspectives of Users; Association of Business Historians Annual Conference, London, 2006.

2004

An Analysis of the Scope and Expertise of the UK Small Practice Accountant; Critical Perspectives on Accounting Conference, Queen Mary, University of London, 2004.

2003

Matching Student Profiles with Academic Achievement; Institute of Education Doctoral Conference, London, 2003.

Professional Accountants – Beyond Financial Skills – An Initial Survey; SMERU/AFRU Research Seminar, OUBS, Milton Keynes, 2003.

2002

Determining Academic Performance Characteristics; British Accounting Association, Accounting Education Special Interest Group, Glasgow, 2002.

Making Accounting Education Work – Work-based Assignments; BEST Conference, Edinburgh, 2002.

2001

Resource Accounting and Budgeting: A Comparative Study of Implementation in Two Government Departments; AFRU Conference, Open University, Milton Keynes, 2001.

2000

Evaluating Evaluation; AFRU Workshop, Open University, Milton Keynes, 2000.

1993

Overcoming Challenges in Teaching Accounting & Computing at a Distance; British Accounting Association, Glasgow, 1993.

1992

Finance and The Small Business - Key Speaker; Joint EC/ASEAN Small Business Symposium, Singapore, 1992.

Developing The Managerial Accountant; World Congress of Accountants, Washington DC, 1992.

1989

Privatising BT – The Accounting Issues; European Accounting Association, Stuttgart, 1989.

1988

Issues in Staff Valuation in Tottenham Hotspur Plc; European Accounting Association, Nice, 1988.

Invited Talks

ACCA CPD Sessions (2017)

Dubai
Hong Kong
Singapore

Visiting Delegation from China Universities, UCL (July 2015)

Academic Lead and Organiser for visiting accounting faculties from a range of China Universities. The session theme was current and future developments in UK accounting.

Summits and Horizons, UCL (2014-15)

Invited to give a workshop on 'Flipping' activities undertaken within Accounting modules and MOOC activities.

PhD Career Development Programme, UCL (July 2014)

Designed and delivered a session to PhD students on developing consultancy skills

Chinese National Accounting Institutions, UCL (May 2014)

Academic Lead for a session designed for a delegation from China visiting UCL. The purpose of the session was to share current research interests and teaching practices of the Finance and Accounting Team within MS&I.

Workshop at London Student Enterprise Hub, IDEALondon (February 2014)

Designed and delivered a workshop on accounting and financial structure for start-ups and entrepreneurs.

Visiting Delegation from China Universities, UCL (July 2013)

Academic Lead and Organiser for visiting accounting faculties from a range of China Universities. The session theme was current and future developments in UK accounting.

Topical issues in Accounting and Finance, Los Angeles, USA (September 2012)

Designed and delivered to visiting delegation of Accounting academics from a range of China universities.

Update on accounting developments, Munich, Germany (February 2011)

Designed and delivered to visiting delegation of China Government accountants.

Regulatory Challenges to the Accounting Profession, Manchester Business School (February 2011)

Designed and delivered to visiting delegation of China National Institute of Accountants.

Faculty of Engineering Teaching and Learning Workshop (April 2013)

Session given on MS&I's transition to full electronic submission, marking of, and return of student assessments.

UCLU Economics and Finance Society Social Outreach (March 2013)

Lecture given as part of an outreach open day for Sixth Form students from low income backgrounds. The aim of the event was to help raise the number of students from financially disadvantaged regions applying to university. The topic was Transfer Pricing in the context of Starbucks' tax policy.

Finance and The Small Business (1992)

Key Speaker; Joint EC/ASEAN Small Business Symposium, Singapore.