

# CURRICULUM VITAE

## LETICIA M. FERNÁNDEZ MORALES

Full Professor  
Accounting Department  
School of Business Administration  
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### EDUCATION

Master in Business Administration (MBA) (May 1984). Managerial Planning and Control.  
George Washington University, Washington DC, USA.

Bachelor in Business Administration (May 1981). Accounting, Magna Cum Laude.  
University of Puerto Rico, Río Piedras Campus, Puerto Rico.

### LICENSES AND CERTIFICATIONS

Certified Public Accountant (1982). License number 1545.  
San Juan, Puerto Rico.

Recognized as **Scholarly Academics** (SA) based on the AACSB Standard #15: FACULTY QUALIFICATIONS AND ENGAGEMENT. This status was granted to me for the quality of my intellectual contributions. SA is the highest qualification given to a professor whose intellectual contributions meet the quality and impact criteria that were defined for accreditation purposes. This classification is usually only held by professors with the terminal degree who publish in refereed journals and leaders in their area, or in indexed journals that meet rigorous criteria. The accrediting agency allows by exception to classify in the category of SA professors who do not have a terminal degree but who have a portfolio of intellectual contributions of the caliber that is expected to produce a professor with terminal degree.

Internet and Computer Core Certification (IC3) (March 9, 2010).  
Certiport, San Juan, Puerto Rico.

### EMPLOYMENT HISTORY

#### Academic/Administrative Positions

Full professor, Accounting Department, Business Administration School, Río Piedras Campus,  
University of Puerto Rico, 1984 to present.

Courses: Cooperative Education Program, Accounting Internship, Introductory Financial Accounting, Intermediate Financial Accounting, Advance Financial Accounting, Managerial and Cost Accounting, Auditing

Interim Dean of Academic Affairs, Deanship of Academic Affairs, Río Piedras Campus,  
University of Puerto Rico (August 2017 to present).

Acting Director, Budget Office, UPR Presidents Office, Central Administration, (March 20 to July 2017).

Associate Dean of Academic Affairs, Deanship of Academic Affairs of Business Administration School, Río Piedras Campus, University of Puerto Rico (January 17, 2006 to February 6, 2011, January 20, 2012 to August 11, 2013).

Interim Dean of Business Administration School, Río Piedras Campus, University of Puerto Rico (several occasions during January 17, 2006 to August 11, 2013, September and October 2017).

Associate Dean of Academic Affairs, Deanship of Academic Affairs of Río Piedras Campus, University of Puerto Rico (February 7, 2011 to January 20, 2012).

Interim Dean of Academic Affairs, Deanship of Academic Affairs of Río Piedras Campus, University of Puerto Rico (several occasions since February 7, 2011 to January 20, 2012).

Assistant Dean of Students Affairs, Deanship of Students Business Administration School, Río Piedras Campus (University of Puerto Rico, January 2005 to January 16, 2006, Academic year 1993 -94).

#### **SERVICE TO INSTITUTION**

Academic Senator of the Río Piedras Campus (October 30, 2013 to March 2017, August 2017 - present) Member of several committees, including the Academic Affairs Committee and Comité Especial para trabajar un protocolo para la implantacion de la Política Institucional sobre la Convivencia en la Universidad de Puerto Rico

Member of the UPR Retirement System Board (June 2014 to March 2017)

Member of the Río Piedras Campus Academic Affairs Committee (November 2013 to March 2017)

Member of the Latin America and Caribbean Advisory Council of the AACSB (June 2018 – present)

#### **SERVICE TO BUSINESS SCHOOL**

Member of the Curriculum Committee. President and Coordinator of the curriculum revision for the undergraduate program (January 2006 to February 6, 2011, January 20, 2012 to August 11, 2013).

Member of the Faculty Advisor Committee (January 2006 to February 6, 2011, January 20, 2012 to August 11, 2013)

Member of the AACSB Accreditation Committee (January 2006 to February 6, 2011, January 20, 2012 to August 8, 2013)

Member of the Library Committee (several occasions)

Business School liaison with the External Advisory Board (January 2009 to February 2011)

Member of the Assessment Committee (August 11, 2013 to May 2013).

Cooperative Education Program Coordinator, Business Administration School (August 11, 2013 to May 30, 2014)

#### **SERVICE TO THE ACCOUNTING DEPARTMENT**

Member of the Accounting Department Personnel Committee (several occasions, the last one: October 2013 to August 2016).

Member of the Accounting Department Curriculum Committee (several occasions, the last one: August 2016 to March 2017)

Member of the Accounting Department Advisor Committee (several occasions, the last one: October 2013 to March 2017)

#### **INTELLECTUAL CONTRIBUTIONS**

##### **PUBLICATIONS IN PEER REVIEWED JOURNALS**

Hernández-Díaz, A., Fernández-Morales, L.M., Vega-Vilca, J.C. & Córdova-Claudio, M. (2016), **“Exploring Individual Factors Affecting Business Students’ Willingness to Study Abroad: A Case Study From the Caribbean”**, *Journal of Teaching in International Business*, 27(4), 158-178.

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Andino-Pratts, A., Fajardo, Z., Fernández, L. & Rivera-Aponte, A. (December, 2016), **“Diseño de un módulo instruccional para promover la efectividad de la competencia de comunicación escrita en las escuelas de negocios”**. Cuaderno de Investigación en la Educación, núm. 31.

##### **PUBLICATIONS IN ACADEMIC JOURNALS**

Hernández-Díaz A., Fernández-Morales, L. Vega-Vilca, J.C. & Córdova-Claudio, M. (2017) **"Factores que afectan el deseo de los estudiantes de negocios a estudiar o hacer pasantías en el extranjero: El caso de la UASD."** Actualidad Estadística, Vol. 7, No. 10, pp. 25-39.

## PEER REVIEWED PROCEEDINGS

Fernández, L., Andino, A., Fajardo, Z., Rivera, A., “**Diseño de un módulo instruccional para promover la efectividad de la competencia de la comunicación escrita en las escuelas de negocios**”. Presented in XIII Asamblea General de la Asociación Latinoamericana de Facultades y Escuelas de Contaduría y Administración (ALAFEC), Buenos Aires, Argentina, October 9 - 12, 2012, ISBN: 978-607-02-3600-6

## ACADEMIC PRESENTATIONS

**Exploring Individuals Factors Affecting the Attitudes of Business Students to Study Abroad: A Comparative Approach.** Dr. Arleen Hernández, Dr. Mario Córdova, Prof. Leticia Fernández & Dr. José Vega Vilca. 89th International SIEC-ISBE Conference San Juan, Puerto Rico, July 27, 2017.

**Exploring the Individual Factors that Affect Business Students’ Desire to Study Abroad: A Comparative Study from UPRRP & UASD-SD.** Dr. Arleen Hernández, Dr. Mario Córdova, Prof. Leticia Fernández & Dr. José Vega Vilca. 11 th Congress of Research and Academic Creation. Center of Multidisciplinary Research. University of Puerto Rico – Carolina, May 17, 2018.

**Exploring Individuals Factors Affecting the Attitudes of Business Students to Study Abroad: The Case of UASD & UNAPEC.** Dr. Arleen Hernández and Prof. Leticia Fernández. UASD and UNAPEC, Santo Domingo Dominican Republic, May 4, 2017.

**Acreditación Profesional en Escuelas de Negocios: La Experiencia de la Universidad de Puerto Rico Recinto de Río Piedras con el AACSB. Gestión de la Calidad: Experiencias de Acreditación en las Carreras de Negocios.** Prof. Leticia Fernandez & Dra. Arleen Hernandez. Ministerio de Educación Superior, Ciencia y Tecnología, Santo Domingo, Dominican República, November 11, 2016.

**Destrezas de comunicación esenciales para alcanzar el éxito empresarial.** Prof. Leticia Fernández, Dr. Zoraida Fajardo, & Dra. Aida Andin. Joint Global Advances in Business and Communication (GABC) Tri-continental Conference with ABC Caribbean, Mexico, Central and South America in San Luis Potosí, Mexico, May 25 – 28, 2016.

**How do business executives, graduates and interns perceive the importance and the proficiency of business communications skills to achieve success in business environments.** Prof. Leticia Fernández, Dr. Zoraida Fajardo, & Dra. Aida Andino. Association for Business Communication 80th Annual International Conference, Seattle, WA, May 25 – 28, 2016.

**Estudio exploratorio sobre las diferencias perceptivas en torno a las competencias de comunicación que más privilegian patronos provenientes de las distintas especializaciones**

**del área de la administración de empresas en Puerto Rico.** Prof. Leticia Fernández, Dr. Zoraida Fajardo, & Dra. Aida Andino. Association for Business Communication Asia Pacific Convention, Shanghai, China, 27 – 29 March 2014.

**Perceptions of Students from the Faculty of Business Administration from the University of Puerto Rico, Río Piedras Campus. Regarding the needs of Communication Competencies in the Business Administration School.** Prof. Leticia Fernández, Dr. Zoraida Fajardo, & Dra. Aida Andino. Association for Business Communication 77th Annual International Convention, Honolulu, Hawaii, October 24-27, 2012.

**Perceptions of Professors from the Faculty of Business Administration from the University of Puerto Rico, Río Piedras Campus Regarding the needs of Communication Competencies in the Business Administration School.** Prof. Leticia Fernández, Dr. Zoraida Fajardo, & Dra. Aida Andino. 76<sup>th</sup> Annual International Convention Association for Business Communication, Montreal, Quebec, Canada, October 20, 2011

#### BOOKS

Fernandez-Morales, Leticia M. (2001), Contabilidad para Arrendamientos, Publicaciones Puertorriqueñas, Inc. First edition, ISBN 1-881720-36-5.

#### PROFESSIONAL PRESENTATIONS

**Ciclos de enseñanza de curso de destrezas y contenido: Compartiendo Experiencias Exitosas.** Asociación de Profesores de Educación Comercial de Puerto Rico Seminar Sponsored by Asociación de Profesores de Educación Comercial de Puerto Rico and EDP University, San Juan, Puerto Rico, August 30, 2013.

**Financial Statements Analysis.** Seminar offered to Eli Lilly & Co. employees Sponsored by Instituto de Capacitación Empresarial (ICEM) de Puerto Rico, November 12, 2012.

**Seminario Finanzas para todos, profesionales, gerentes y empresarios no financieros.** Seminar offered to the business community, accountants and entrepreneurs, Sponsored by Seminarios Imagen, Center for Advance Learning San Juan, Puerto Rico, November 6, 2009.

#### AWARDS

Recognition for excellent service to the Business Administration School. Recognition for leadership in the development and implementation of the new curriculum of the Business Administration School, University of Puerto Rico, Business Administration School, Puerto Rico, April 2010

Excellent service in education award, Puerto Rico Society of Certified Public Accountants, San Juan, Puerto Rico, August 2008.

Cooperation and Service. Recognition for cooperation and excellent service to the Puerto Rico

Society of Certified Public Accountants, Río Piedras Chapter, Puerto Rico Society of Certified Public Accountants, Río Piedras Chapter, Río Piedras, Puerto Rico, July 10, 2008.

## **PROFESSIONAL MEMBERSHIPS**

Puerto Rico Society of Certified Public Accountants (1982 to present).

President of the Continue Education Committee (2015-2017)

Member of the Liaison Committee with the Universities (2014-2017)