SHANI NICOLE ROBINSON, PhD, CPA

EDUCATION

University of North Texas – Denton, Texas **2011**
PhD in Accounting; Minor: Organizational Behavior & Psychology

Sam Houston State University – Huntsville, Texas **2003**
Master of Business Administration (MBA – Accounting emphasis)

Sam Houston State University – Huntsville, Texas **2001**
Bachelor of Business Administration (BBA – Accounting); Cum Laude

PROFESSIONAL CERTIFICATIONS

Certified Public Accountant (CPA) – State of Texas **2003**
EQ-i 2.0 Certified Practitioner (Emotional Intelligence) **2025**

ACADEMIC & ADMINISTRATIVE EXPERIENCE

Sam Houston State University – College of Business Administration **2019 – present**
Senior Associate Dean (09/2023 – present)
Interim Director, SHSU Career Success Center (03/2026 – 08/2026)
Interim Dean (06/2022)
Associate Dean (11/2019 – 08/2023)

Sam Houston State University is a doctoral research institution (Carnegie R2), a Hispanic Serving Institution, and a recognized national leader in social mobility. The College of Business Administration serves approximately 3,200 students with 120 faculty and staff across six departments.

Scope of Responsibility

Portfolio includes primary oversight of student success and faculty success initiatives, college strategic planning, AACSB accreditation, marketing and communications, executive education, artificial intelligence integration, student recruitment and outreach, college advisory councils, strategic partnerships, and community engagement. Serve as the dean's designee in faculty interviews, university councils, and external engagements.

Strategic Planning and AACSB Accreditation

- Co-chaired the college's five-year strategic plan task force, building the plan through input from faculty, staff, students, alumni, and external business leaders; selected by the President's Cabinet to co-lead a university-wide strategic goal task force
- Helped write the college's AACSB Continuous Improvement Review report alongside the dean and fellow associate deans, authoring several sections including the retention and graduation narratives; report completed one year ahead of the submission deadline, with external consultants engaged to recommend strategic enhancements
- Contributed to the college's prior reaffirmation of accreditation with AACSB International

Artificial Intelligence and Curricular Innovation

- Lead artificial intelligence integration for the college across curriculum, faculty development, and program design; 56 courses incorporated emerging technologies in 2025-26
- Spearheading the college's partnership with an external artificial intelligence and data skills provider, which launched an AI literacy course for all college faculty and staff in 2026 with certification on completion, hands-on support for AI course integration, and delivery through the College of Business Career Readiness Academy
- Launched the college's first Executive Education and Leadership Workshop at The Woodland Center with four faculty presenters; delivered the session on emotional intelligence and strategic

influence

- Primary oversight for several standing college committees including career readiness, emerging technologies in business education, teaching effectiveness, marketing and communications, and student recruitment and outreach
- Serve on the university's Academic Affairs Artificial Intelligence Workgroup, which coordinates artificial intelligence efforts across all colleges

Student Success and Outcomes

- Volunteered the college to pilot an academic recovery program for students on probation and suspension; with the Academic Success Center and course redesign funded primarily through a Strengthening Institutions Partnership grant, reduced D, F, and withdrawal rates in required courses by approximately 12 percent
- Direct the college's tutoring program for quantitative courses, which delivered 2,605 tutoring appointments to 417 unique students in 2025-26
- Oversee all college and departmental scholarships, which grew from approximately $300,000 in 2020 to $634,000 in 2026
- Led the creation of the Center for Building Business Professionals, which coordinates internships, employer engagement, and career readiness, and established the Career Readiness Academy as a graduation requirement for all college students beginning in fall 2026
- Partner with the Office of First Year Experience to offer college sections of the university's freshman course, six sections in fall 2025, each including a financial literacy component; established the Dean's Student Advisory Council with the dean

Advisory Councils and Stakeholder Engagement

- Help lead the college's advisory councils, including the COBA Advisory Council and the Young Alumni Advisory Council, which was created under my leadership and endorsed the Career Readiness Academy graduation requirement
- Worked with accounting faculty and the dean's office to establish the Accounting Department Advisory Council
- Helped build partnerships and agreements with more than 100 businesses, community colleges, and community organizations

Faculty and Staff Development

- Led onboarding for new department chairs over two years; represent the dean's office in faculty interviews and have chaired or served on multiple faculty and staff searches, including the Associate Dean search
- Oversee staff development initiatives for the college; partner with chairs and the dean on faculty selection, merit and salary decisions, and professional development
- Oversaw the college's internal summer research grant program and primary data collection fund for several years; partnered with the Office of Research and Sponsored Programs to help expand external funding and grant activity

Recruitment, Fundraising, and External Relations

- Lead the college's outreach to community colleges and high schools; built a strategic recruitment plan and established a standing committee to carry it, with 2025-26 outreach including regional recruiting events reaching several hundred prospective students
- Contributed alongside the dean to securing a $5 million gift funding a financial trading floor with Bloomberg terminals, completed in summer 2026
- Partnered with Alumni Relations and the Small Business Development Center on an alumni career panel, the college's first student entrepreneurship showcase and pitch competition, and an awards dinner honoring alumni-owned businesses

Sam Houston State University – Department of Accounting **2011 – 2019**

Full Professor (2022 – present)
Assistant Department Chair (2019)
Associate Professor (2017 – 2019)
Assistant Professor (2011 – 2017)

University of North Texas **2007 – 2011**
Research and Teaching Assistant / PhD Student

Sam Houston State University – Department of Accounting **2004 – 2007**
Accounting Lecturer

PROFESSIONAL EXPERIENCE

Geneva Nicole Strategies, LLC **2025 – present**
Founder and Principal Consultant
Leadership development and consulting practice. Work includes executive coaching, leadership team retreats, staff development sessions, and keynote speaking for corporate, nonprofit, higher education, and K-12 clients.

Robert Half International, Inc. – The Woodlands, Texas **2004**
Accounting Staffing Manager

PricewaterhouseCoopers – Houston, Texas **2001 – 2004**
Tax Associate, Private Client Services Group (2002 – 2004); Audit Intern (2001)

TEACHING EXPERIENCE & AWARDS

Courses Taught

- Principles of Financial Accounting (in-person, online, and hybrid)
- Principles of Managerial Accounting
- Intermediate Accounting (in-person, online, and hybrid)
- Income Tax
- Auditing

Teaching Recognition: Awards and Nominations

- Nominated for Excellence in Teaching Award – Sam Houston State University – 2019, 2018, 2017, 2016, 2015, 2014, 2013
- Texas Society of CPAs – Outstanding Accounting Educator Award, Nominee, 2018
- Achievement in Education Award, National Association of Black Accountants (NABA), Houston Professional Chapter, 2017
- Ranked as one of the top 10 Accounting Professors in Texas – The Accounting Path, 2015

PUBLICATIONS & SCHOLARLY ACTIVITIES

Book

When Reliability Becomes a Liability: How Emotionally Intelligent Leaders Align Purpose, People, and Performance. Robinson, S. N. Process Pro Press. 2026.

Refereed Journal Publications

“Improving Auditor Performance Evaluations: The Impact on Self-Esteem, Professional Skepticism, and Audit Quality.” *Journal of Corporate Accounting & Finance*. Blix, L., Robinson, S., Chui, L. & Pike, B. 2021.

“Disentangling the Trait and State Components of Professional Skepticism: Specifying a Process for Scale Development.” *Auditing: A Journal of Practice and Theory*. Robinson, S. N., Curtis, M. B., and Robertson, J. 2018. Vol. 37(1).

“One Course May Not Fit All: Online Accounting Course Offerings.” *Journal of Higher Education Theory and Practice*. Robinson, S. and Racca, J. 2016. 16(2).

“The Effect of Accountability on Individual Brainstorming Preparation.” *Journal of Accounting and Free Enterprise*. Robinson, S., Morris, J. T., & Henderson, C. Fall 2015. 1(1).

“Making the Most of Knowledge Sharing.” *Management Accounting Quarterly*. Stone, D., Cockrell, C. and Robinson, S. Fall 2013. 15(1).

“The Effects of Contextual and Wrongdoing Attributes on Organizational Employees’ Whistleblowing Intentions Following Fraud.” *Journal of Business Ethics*. Robinson, S., Robertson, J. and Curtis, M. B. 2012. 106(2).

“On the Use of Partial Least Squares Path Modeling in Accounting Research.” *International Journal of Accounting Information Systems*. Lee, L., Petter, S., Fayard, D. and Robinson, S. December 2011. 12(4).

Contributions to Published Articles

“Bridge the Generation Gap with your Students: How Boomer and Generation X Faculty Can Build Stronger Relationships with Today’s Students.” American Institute of Certified Public Accountants (AICPA), written by Lea Hart. 2016. Served as a source for the article.

Refereed Abstract Presentations

Mitigating Career Indecision and Job Resignation through Career Exploration and Self Reflection, with C. Henderson, T. England, and R. Rankin. Presented at the GGC Teaching, Learning, and Research Symposium. January 2023.

The Influence of Leaders, Social Dominance Orientation, and Burnout Performance During a Pandemic, with A. Simmons. Presented at the 2022 American Accounting Association Southwest Annual Meeting, New Orleans, LA.

The Influence of Transformational Leaders on Key Factors in Audit, with A. Simmons. Presented at the Southwest Academy of Management Conference, FBD, San Antonio, TX. March 2020.

Peer-Reviewed Conference & Workshop Presentations

Mitigating Career Indecision and Job Resignation through Career Exploration and Self Reflection, with C. Henderson, T. England, and R. Rankin. Selected for Best Paper Award. American Accounting Association Southwest Regional Conference. Houston, TX. March 2023.

Improving Auditor Performance Evaluations: The Impact on Self-Esteem, Self-Determination, and Professional Skepticism, with L. Blix, L. Chui and B. Pike. 2019 Southwest Regional Meeting of the American Accounting Association. Houston, TX.

How to Prepare Today to be the Transformational Leader of Tomorrow. 2019 Sam Houston State University Diversity Leadership Conference. Huntsville, TX.

Self-Esteem and Its Overall Effect on Professional Skepticism, with L. Blix. American Accounting Association Annual Meeting. Washington, D.C. August 2018.

State Skepticism: Determinants and Outcomes, with M. B. Curtis and J. Robertson. Colorado State University Research Workshop. March 2017.

Examining the Generational Gap in the Expectations Between Today’s College Students and Faculty, with C. Henderson, B. Brewer and R. Daigle. American Accounting Association Annual Meeting. New York, NY. August 2016.

One Course Does Not Fit All: Considering the Impact of Accounting Course Offerings and Student Outcomes, with J. Racca. FBD Decision Sciences Institute Southwest Regional Meeting. Houston, TX. March 2015.

A Person-Situation Approach to the Examination of Professional Skepticism: Consideration of Goal Framing and Time Pressure. University of Kentucky Research Workshop. September 2014.

The Effects of Accountability on Individual Brainstorming Performance, with J. Morris and C. Henderson. American Accounting Association Southwest Regional Meeting. March 2014.

One Course Does Not Fit All: Considering the Impact of Accounting Course Offerings and Student Outcomes, with J. Racca. 2013 Accounting Education and Research Forum. Texarkana, TX. November 2013.

An Excel-Based Expenditure Cycle Auditing Case, with R. J. Daigle and J. Taylor Morris. American Accounting Association Annual Meeting. Anaheim, CA. August 2013. Paper selected as a candidate for the George Krull/Grant Thornton Innovation in Teaching Award.

A Person-Situation Approach to the Examination of Professional Skepticism: Consideration of Goal Framing and Time Pressure. American Accounting Association Midyear Section Meeting. New Orleans, LA. January 2013.

A Person-Situation Approach to the Examination of Professional Skepticism: Consideration of Goal Framing and Time Pressure. American Accounting Association Midyear Meeting, Accounting, Behavior and Organizations Section. Atlanta, GA. October 2012.

Context Matters, Particularly in Fraud Detection: The Effects of Situational Attributes on Whistleblowing Intentions. Robinson, S., Robertson, J. & Curtis, M. B. AAA Forensic and Investigative Section Annual Conference. Baton Rouge, LA. May 2010.

Partial Least Squares Path Modeling and Accounting Research: A Methodological Note. Lee, L., Petter, S., Fayard, D. & Robinson, S. 1st Annual Pre-ICIS Workshop on Accounting Information Systems. Phoenix, AZ. December 2009.

The Lack of Minority Professors in Higher Education. Nance, S., Hill, K. L., Tucker, S. H., & Tucker, C. D. American Society of Business and Behavioral Sciences Eleventh Annual Meeting. February 2004. Proceedings Abstract.

Research Grants

Sam Houston State University, College of Business Summer Research Grant. August 2019.
Sam Houston State University, College of Business Summer Research Grant. August 2013.
Sam Houston State University, College of Business Summer Research Grant. August 2012.

SELECTED KEYNOTE & INVITED ADDRESSES

Keynote Speaker – SHSU Small Business Development Center, Small Business Celebration Luncheon, Huntsville, TX, May 2026 (covered by The Huntsville Item)

Presenter – “Emotional Intelligence and Strategic Influence,” SHSU COBA Executive Education and Leadership Workshop, The Woodlands Center, May 2026

Panelist – Deans Panel, SWDSI Program, Federation of Business Disciplines Annual Conference, Richardson, TX, 2026

Workshop Presenter – Leadership and Teamwork, American Accounting Researchers & Educators, FBD Annual Conference, Richardson, TX, 2026

Panelist – MLK Day of Service Symposium on Wealth Building and Entrepreneurship, Xi Alpha Omega Chapter, Alpha Kappa Alpha Sorority, Incorporated, 2026

Speaker – Sam Houston 79 Awards Dinner honoring Bearkat-owned and Bearkat-led businesses, SHSU, 2025

Keynote Speaker – Smith Hutson Scholars Fall Retreat, Huntsville, TX, 2022

Keynote Speaker – GMZ STEM Camp Annual Gala, Brazoria, TX, 2018

HONORS, AWARDS, & NOMINATIONS

Keys of Excellence Award – Orange Keys Honors Organization, 2024

Selected for AASCU Becoming a Provost Academy, 2024
Selected as one of 35 administrators for the AASCU Emerging Leaders Program, 2023
Selected as a Texas Academic Leadership Academy (TALA) Fellow, Cohort 4, 2022
Dedre' P. Jefferson Humanitarian Award, SHSU Alumni Association, 2019
Houston Business Journal Top 40 Under 40 Award – Nominee, 2019
Texas Society of CPAs – Outstanding Accounting Educator Award – Nominee, 2018
Achievement in Education Award, National Association of Black Accountants (NABA), Houston Professional Chapter, 2017
Nominated for Excellence in Teaching Award – Sam Houston State University – 2019, 2018, 2017, 2016, 2015, 2014, 2013
Ranked as one of the top 10 Accounting Professors in Texas – The Accounting Path, 2015
University of North Texas Honors Day Faculty Recognition, 2010
University of North Texas Outstanding Accounting Doctoral Student, 2010
KPMG Doctoral Fellowship Recipient, 2007 – 2011
American Institute of Certified Public Accountants Doctoral Fellowship Recipient, 2007 – 2011
University of North Texas Accounting Department Alumni Doctoral Research Scholarship, 2007 – 2010

SERVICE ACTIVITIES

Member – Walker County Career Development Council, 2026 – present
Council Member & Selection Committee – Smith-Hutson Scholarship Program, SHSU, 2020 – present (need-based completer scholarship awarding up to $21,000 annually toward a baccalaureate degree)
Representative – The Woodlands Area Chamber of Commerce Business Summit, 2025
Board Member – Undergraduate Research Advisory Board, SHSU, 2025
Board Member – Student Success Advisory Board, SHSU, 2025
Moderator – CPA Exam Pathways Panel, American Accounting Researchers & Educators, 2025
Moderator – "Conversations with Administrators" SHSU Campus-wide Program, 2024
Co-Chair – SHSU COBA Strategic Planning Task Force, 2023 – present
Guest Speaker – GMZ Education & Development Center, College Prep Workshop, 2023
Guest Presenter – "The Magic of Mentoring" Workshop, SHSU Learning Academies, 2023
Search Committee Chair – SHSU COBA Associate Dean Search, 2023
Project Lead – Student Success (NISS) SHSU Operational Team, 2022 – 2023
Group Leader/Mentor – Texas Academic Leadership Academy (TALA), Cohort 5, 2023
Mentor – SHSU Pathfinders Mentoring Program, 2022 – 2023
Co-Lead – SHSU Strategic Planning Task Force, 2022
Board Member – GMZ Education Foundation, 2022 – present
Presenter – SHSU Learning Academies, Leadership at Every Level, 2022, 2023
SHSU Chief Financial Officer and Senior VP Search Committee, Member, 2022
The PhD Project, Accounting Doctoral Student Association Mentoring Initiative, 2021
Women in Business Education International Organization (WiBE) – Member, 2020 – 2023
SHSU Council of Academic Associate Deans (CAAD), 2019 – present
SHSU Academic Affairs Council (AAC), 2019 – present
SHSU Academic Dishonesty Workgroup, 2020 – 2021
SHSU Investigating Committee, 2021
Texas Academic Leadership Academy (TALA) – 2021 – 2022 Fellow, Cohort 4
Building a Burnout Resistant Campus Day – Co-Presenter, Staff Breakout Session, 2021

SHSU SAM Advising Center Associate Director Search Committee, Member, 2021
Sub-Committee to Review Academic Policy 860904 Experiential Learning, Member, 2020 – 2021
Texas Transfer Alliance Strategy Convening, Academic Affairs Representative, 2020 – 2021
AASCU 2021 Academic Affairs Winter Meeting, Attendee
Mentor – SHSU Evolve Academic Support Program, 2021 – 2023
Speaker/Presenter – SHSU TRIO, ELITE & Evolve Leadership Series Workshops, 2021
SHSU Presidential Search Committee, Member, 2020
Leadercast Women's Conference, SHSU, Moderator, 2019
Faculty Advisor – SHSU NABA Student Chapter, 2011 – 2019
Guest Presenter – FWCOC College Prep Seminar, Texas Southern University School of Business, November 2019
Klein ISD Research Expo, Appraiser/Judge, 2019
AACSB/PhD Project Aspiring Leaders Seminar, Tampa, FL, June 2019
SHSU Accounting Department Stakeholder Relations Committee, Chair, 2019
SHSU Accounting Department Internship Program Committee, Chair/Coordinator, 2019
Guest Speaker – French Elementary School Financial Literacy Presentation, May 2019
Guest Presenter – Goodman Elementary School Career Day, January 2019
KPMG Faculty Symposium, Participant, Chicago, IL, May 2018
Guest Presenter – FWCOC College Prep Seminar, October 2018
SHSU Accounting Department Scholarship Committee, Chair, 2016 – 2019
SHSU COBA Communications Goal Assessment Team, Committee Member, 2017 – 2019
Treasurer – French Elementary Parent Teacher Organization, 2018 – 2020
Treasurer – American Accounting Association Southwest Region, 2014 – 2017
Secretary – American Accounting Association Southwest Region, 2014 – 2017
NABA Houston Professional Chapter, Member, 2017, 2018
Reviewer – Managerial Auditing Journal, 2015 – 2016
Reviewer – Journal of Accounting and Free Enterprise, 2016
Guest Presenter – FWCOC College Prep Seminar, 2016
Guest Presenter – Creighton Elementary Career Day, 2016
SHSU COBA Learning Retreat – Panelist/Speaker, 2016
Reviewer – Spilker Individual Income Tax Textbook, 2015
McNair Scholars Program, Faculty Mentor, 2014 – 2015
SHSU Institutional Review Board for Protection of Human Subjects Committee, 2013 – 2016
Guest Presenter – Alief ISD AVID College Preparatory Courses, 2015
KPMG / Boys and Girls Club of Huntsville "Day of Literacy," 2013, 2014, 2015
Alpha Phi Alpha Fraternity, Inc. – Black and Gold Scholarship Pageant, Judge, 2014
Guest Speaker – Discovery Youth Foundation, 2013
COBA Critical Thinking Assessment Test, Grader, 2013
Volunteer Reviewer – 2014 American Accounting Association Southwest Regional Meeting
Reviewer – McGraw Hill Income Tax Textbook, 2014 Edition
Reviewer – McGraw Hill Income Tax Textbook, 2013 Edition
Faculty Advisor – University of North Texas NABA Chapter, 2008 – 2011
University Interscholastic League (UIL) Accounting Contest Director, 2006 – 2007
Volunteer Income Tax Assistance (VITA), 2000 – 2002