



พศ. ดร. จิรดา เพทายบรรลือ

Asst. Prof. Jirada Petaibanlue, PhD, CPA

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<b>Working Experiences</b> 2020 – Present	<b>Department of Accountancy, Faculty of Commerce and Accountancy, Chulalongkorn University</b> <i>Assistant Professor</i> <ul style="list-style-type: none"><li>▪ Lecture on <i>Financial Accounting</i> courses</li></ul>	<b>Bangkok, Thailand</b>
2014– Present	<i>Committee of the Master of Accountancy Program</i> <ul style="list-style-type: none"><li>▪ Oversee the administration and conduct day-to-day operations of the program</li></ul>	
2022 – 2024	<i>Assistant Dean for Administration</i> <ul style="list-style-type: none"><li>▪ Oversee the faculty administration and CBS Academy</li></ul>	
2019 – 2022	<i>Assistant Dean for Academic Affairs</i> <ul style="list-style-type: none"><li>▪ Oversee the administration and coordination of all academic programs</li></ul>	
2007 – 2009	<i>A committee member in the Student Affairs Division</i> <ul style="list-style-type: none"><li>▪ Administered extra-curricular student activities and scholarships</li></ul>	
September 2004 – May 2006	<b>Mahidol University, Mahidol University International College</b> <i>Lecturer</i> <ul style="list-style-type: none"><li>▪ Lectured on <i>Fundamental Financial Accounting</i> in the Bachelor of Business Administration Program</li></ul>	<b>Nakorn Patom, Thailand</b>
July 2003 – March 2007	<b>Ministry of Commerce, Department of Business Development Bureau of Business Supervision</b> <i>Trade Officer</i> <ul style="list-style-type: none"><li>▪ Reviewed and analyzed companies' financial statements</li><li>▪ Formulated accounting policies for companies</li><li>▪ Joined the Accounting Standard Committee in developing Thai accounting standards</li><li>▪ Advised small and medium entrepreneurs on accounting issues</li><li>▪ Coordinated with the Japan International Corporation Agency (JICA) in a 2-year technical assistance project on how to implement the Accounting Act in Thailand</li><li>▪ Reviewed the Mutual Recognition Agreement (MRA) of the Accounting Sector among ASEAN countries</li><li>▪ Reviewed measures and agreements of the Accounting Sector under the Free Trade Agreement (FTA) framework</li></ul>	<b>Nontaburi, Thailand</b>
May 1998 – April 2000	<b>Ernst &amp; Young Office Limited (Thailand)</b> <i>Senior Auditor, Assurance and Business Advisory Services</i> <ul style="list-style-type: none"><li>▪ Led auditing fieldwork teams in preparing audit reports for clients representing the entertainment, trading and manufacturing industries as well as branches of multinational corporations</li><li>▪ Examined clients' financial statements in accordance with Thai generally accepted accounting principles (Thai GAAP)</li></ul>	<b>Bangkok, Thailand</b>

- Evaluated clients' financial statements to determine whether accepted accounting procedures were followed in recording significant transactions
- Prepared and presented recommendations to client management regarding possible areas of improvement within the clients' internal control systems
- Organized and arranged the orientation program for new auditing staff

<b>Education</b> August 2009 – August 2013	<b>The University of Manchester, Manchester, UK</b> <b>Alliance Manchester Business School, Accounting and Finance Group</b> PhD in Accounting and Finance	<b>Manchester, UK</b>
August 2001- May 2003	<b>Michigan State University, Michigan, USA</b> <b>The Eli Broad Graduate School of Management</b> Master of Science in Professional Accounting Concentration in Corporate Accounting and Professional Services	<b>Michigan, USA</b>
June 1994 - March 1998	<b>Chulalongkorn University, Bangkok, Thailand</b> Bachelor of Accountancy Concentration in Accounting Information Systems Graduated with 2nd Class Honors	<b>Bangkok, Thailand</b>
<b>Professional Credentials</b>	<ul style="list-style-type: none"> <li>▪ Thai Certified Public Accountant No. 7557</li> <li>▪ US Certified Public Accountant No. 25876, Colorado State</li> </ul>	
<b>Intellectual Contributions</b>	<p><u>Peer-reviewed Journal Articles</u></p> <p>"Journal of International Accounting Research: A Bibliometric Analysis", <i>Journal of International Accounting Research</i>, 2024 (Petaibanlue, J. and Lee, E.; <a href="https://doi.org/10.2308/JIAR-2023-065">https://doi.org/10.2308/JIAR-2023-065</a>).</p> <p>"Does goodwill pressure drive business restructuring based on subsidiary disposal?", <i>International Review of Financial Analysis</i>, 86, Mar.2023, (Xu, J., Huang, H., Lee, E., Petaibanlue, J.).</p> <p>"Does mandatory corporate social responsibility disclosure affect share price responses to earnings announcements? Evidence from China", <i>Journal of International Accounting Research</i>, 20(3): 137–164, Sep.2021, (Wang, P., Huang, H., Lee, E., Petaibanlue, J.).</p> <p>"Differences between Joint Operations and Joint Ventures under TFRS 11 Joint Arrangement", <i>Journal of Accounting Profession (วารสารวิชาชีพบัญชี)</i>, 14(43): 110-131, Sep.2018, (Petaibanlue, J.).</p> <p>"Do board interlocks motivate voluntary disclosure? Evidence from Taiwan", <i>Review of Quantitative Finance and Accounting</i>, 48: 441-466, Feb.2016, (Chan, A.L-C., Lee, E., Petaibanlue, J., Tan, N.).</p> <p>"When did analyst forecast accuracy benefit from increased cross-border comparability following IFRS adoption in the EU?", <i>International Review of Financial Analysis</i>, 42: 278-291, Dec.2015, (Petaibanlue, J., Walker, M., Lee, E.).</p> <p>"Re-examining the relationship between PIN and timely loss recognition", <i>Applied Financial Economics</i>, 2014, (Petaibanlue, J., Chan, L.C., Lee, E., Zeng, C.).</p> <p><u>Peer-Reviewed Academic/Professional Meeting Proceedings</u></p> <p>"The effect of clients' perception on audit service quality on cooperative relationship with auditors: Evidence from Thailand" International Symposium on Economics and Social Science 2018 (ISESS 2018), ISSN 2309-3773, 327-340, Tokyo, Japan Aug.2018, (Audsabumrungrat, J., Petaibanlue, P.).</p> <p>"Is structured materiality guidance still necessary for audit firms?" International Congress on Banking, Economics, Finance and Business 2018 (BEFB 2018), ISSN 2412-4044, 92-100, Nagoya, Japan Apr.2018, (Audsabumrungrat, J., Petaibanlue, P.).</p>	

