

Tony Bell, CPA, MBA

Thompson Rivers University – 900 McGill Road, Kamloops, BC, Canada, V2C 0C8
PHONE 250-377-6092 • E-MAIL tbell@tru.ca

EDUCATION

- MBA, Thompson Rivers University, 2006
- CA/CPA, Institute of Chartered Accountants of British Columbia, 2003
- BBA, Simon Fraser University, 2001

ACADEMIC AND PROFESSIONAL POSITIONS

2006 – Present

Thompson Rivers University

Associate Teaching Professor

- Earned Open Learning (online) Teaching Excellence Award in 2018
- Earned TRU Students' Union Student Support Award in 2018
- Earned tenure and promotion to the rank of associate teaching professor in 2014
- Received university-wide Teaching Excellence Award in 2013
- Developed and delivered graduate-level course for both online and face-to-face delivery

2019 – Present

Mouat's Trading Company

Board of Directors

- Contributed at board meetings for this 100+ year-old company
- Facilitate the “tech” side of meetings

2003 – 2005

JET Programme

Assistant Language Teacher (Japan)

- Learned how to communicate effectively across language and cultural barriers
- Demonstrated strong organizational skills teaching 20 different classes across three age groups
- Required to be creative and self-motivated in preparing lesson plans

2001 – 2003

BDO

Staff Accountant

- Thrived under strict time and quality constraints
- Gained understanding of all major accounting software packages
- Budgeted time effectively dealing with multiple clients

CLASSROOM TEACHING

Teaching Philosophy

I chose this career first and foremost because I love teaching in the classroom. It is incredibly satisfying to see students understand a concept or topic and successfully apply their knowledge to practical situations. In my teaching I have adapted to try to use real world examples, scenarios and cases. My dedication to delivering in the classroom is reflected in my student evaluations. Between 2007 and 2015, I received 32 course evaluations. The average overall score on these evaluations was 4.77/5.00. TRU changed its evaluation system to a 3-point scale, and changed its questionnaire significantly. There is no longer an overall score offered, so I have used the response to the key question of “The course was a valuable learning experience for me” as my benchmark. My score here has consistently been above 2.5/3.0 and averages 2.7/3.0.

STUDENT CENTERED SERVICE

My preferred service activities involve teaching contributions outside of class:

YouTube Lecture Project

2012-Present

Inspired by Salman Khan (Khan Academy), I developed an online lecture series on the basics of accounting in order to support my introduction to financial accounting classes. The videos cover the majority of topics covered in a first-year financial and managerial accounting, and were very well received by my students.

An interesting and surprising finding of the project is that the videos have received over 15,000,000 views, with more than two-thirds of the views coming from outside of Canada. Thus far the videos have received over tens-of-thousands-of “Likes” and over 100,000 subscribers. I am encouraged by the comments and email messages that I have received and am thrilled that my lectures are finding a wide audience of learners not only here in Kamloops, but also around the country and the globe.

CPA Case Competition –Coach

2011-Present

Since 2011 I have served as the coach of TRU’s CPA Case competition team. Students are required to prepare presentations on accounting cases. Between case selection, preparation, evaluation, travel and coaching, work on this competition takes me over 100 hours each year. The 2015 team won the competition and the 2012 team made the final round.

MBA Case Competition – Assistant Coach

2009-2011

Along with head coach, Andrew Fergus, I helped to coach TRU’s MBA Case Competition team in the prestigious John Molson MBA Case Competition. The preparation process is rigorous: weekly meetings where cases are selected, prepared and feedback is given. All told, each team received well over one hundred hours of coaching and support. Our teams had a moderate amount of success in the competition, making the semi-final round in 2010.

RESEARCH

Refereed Journal Publications

- Bell, T., & Fergus, A. Peregrine: The CNC Machine Decision (2017) IMA Educational Case Journal. Volume 10, Issue 3, September 2017.
- Bell, T., & Fergus, A. (2015). Mouat's Trading Company. Journal of Case Research and Inquiry. Volume 1, 2015. (Awarded - Best Case in Journal of Case Research and Inquiry 2015.)
- Bell, T., & Fergus, A. Cat & Joe's Pig Rig: Should We Stay or Should We Go? (2014) IMA Educational Case Journal. Volume 7, Issue 3, September.
- Big Shoes to Fill - Booster Juice. Fergus, A., & Bell, T. The CASE Journal. (2016)

Conference Presentations (Peer Reviewed)

- "How to Make Accounting Videos that your Students Will WANT to Watch". Bell, T. Presented at the TACTYC Conference, Washington, DC, May 17, 2024.
- Mostly Mental Shuttles. Singular, W. & Bell, T. Presented at the Western Case Writers Association Conference, Salt Lake City, Utah, March 8, 2018.
- HeySong. Bell, T. & Fergus A. Presented at the North American Case Research Association (NACRA) Annual Conference, Chicago, Illinois, October - 2017.
- Blackfish & SeaWorld. Fergus A. & Bell, T. Presented at the Western Case Writers Association Conference, Kauai, Hawaii, March 11th – 14th, 2015
- Shovel Knight: A Kickstarter Conundrum. Bell, T., & Fergus A. Presented at the Western Case Writers Association Conference, Kauai, Hawaii, March 11th – 14th, 2015.
- Hey Jute: The Cost of Doing Good. Banerjee, S., Bell, T., & Fergus A. Presented at the Western Case Writers Association Conference, Kauai, Hawaii, March 11th – 14th, 2015.
- Big Shoes to Fill - Booster Juice. Bell, T., & Fergus, A. Presented at the North American Case Research Association (NACRA) Annual Conference, Austin, Texas, October - 2014.
- Mouat's Trading Company. Presented at the Western Case Writers Association Conference, Napa, California. March 20th, 2014.
- Time's Up! Curfew Employment Policies for in Indian Women. Banerjee, S., Bell, T., & Fergus A. Presented at the Western Case Writers Association Conference, Napa, California. March 20th, 2014.
- The Devil is in the Details: Wal-Mart's Return Policy in India. Banerjee, S., Bell, T., & Fergus A. Presented at the Western Case Writers Association Conference, Napa, California. March 20th, 2014
- Research In Motion: A Crash and Reboot. Fergus, A., & Bell, T. Presented at the North American Case Research Association (NACRA) Annual Conference, Victoria, BC, October 18th, 2013.
- Research In Motion: Insight with Hindsight. Fergus, A., & Bell, T. Presented at the Western Case Writers Association Conference, Santa Fe, New Mexico. March 14th, 2013.

ADDITIONAL SERVICE CONTRIBUTIONS

Service Philosophy

One of the focuses of my career has been meaningful service to both my institution and my community. I have poured the lion's share of my service time into teaching-related service (see the case competitions discussed previously). My preferred service duties involve hands-on experiences with students. However I think that it is important for a faculty member to provide service to their university and to their community.

University-related Service

- CPA Case Competition Coaching (Mentioned in detail above)
- Workload Committee – Department of Accounting and Finance, 2020-Present
- Hiring Committee – Department of Accounting and Finance – 2017-Present
- Teaching Practices Committee – 2021-2022
- Department Chair 2020/2021
- International Programs Committee, 2017-2019
- Vice-chair – Faculty Council, 2013-2015
- Research and Teaching Practices Committee, 2011-2015
- Attendance at both Departmental and School meetings
- Mentorship of new faculty
- Support of supplemental learning tutors in introductory accounting courses
- Exam proctoring support for colleagues
- Classroom coverage for absent colleagues in both the accounting and finance areas

Outside Service

YouTube Video Series

- Maintenance and upkeep of the video series (mentioned in the teaching section above) is a major commitment
- Frequently respond to emails and questions from learners and educators all over the world
- The channel's videos receive over 1,000 comments per year (many ask questions which I try respond to)
- More than 100 educators have reached out to me requesting resources and support related to this series (a sign that it is being used!)

Examination Presiding Officer (Kamloops) – CPA Canada, 2015-2017

- Preside over CPA exams written in Kamloops
- Coordinate and manage exam invigilation team and IT Proctors
- Collect and deliver examination materials

Treasurer – St. John Ambulance, Kamloops Branch, 2011 - 2013

- Present on financial matters at monthly meetings
- Review monthly and annual financial reports
- Prepare grant applications and present at grant application meetings