**MARIA PROKOFIEVA**

Accounting/Information Systems

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## ***EDUCATION***

**PhD** (Business Information Systems), *Russia*

**Graduate Diploma** in Accounting (with High Distinction)*, La Trobe University, Australia*

**Bachelor of Science** in IT and Education (with First Class Honours)*, Stavropol State University, Russia*

**Graduate Certificate** inTertiary Education *Victoria University, Australia*

## ***ACADEMIC EXPERIENCE***

**Courses taught:**

Business Intelligence

Predictive Analytics

Financial analytics

Research methods and data analysis

## July 2014 – current: Business School, Victoria University, Australia **Position**: Senior Lecturer (full time continuing)

## January 2010 – July 2014: Business School, Victoria University, Australia **Position**: Lecturer (full time continuing)

## February 2010 – July 2010: Faculty of Business and Economics, Monash University, Australia

**Position**: Associate lecturer

## November 2004 – July 2010: La Trobe University, Faculty of Law and Management, Australia **Position**: Associate Lecturer (fixed term, part time 0.5 - teaching)

## ***NON-ACADEMIC RESEARCH OUTPUTS (Selected):***

**Melbourne Users of R Network (MelbURN):** "Qualitative and quantitative text analysis in R" (August, 2019)

**UseR2019**: Watch me: introduction to social media analytics (June, 2019)

**SAP User Group National Summit:** Using R for machine learning with SAP HANA

**R-Ladies Melbourne**: Qualitative and quantitative text analysis in R (April, 2018)

**UseR2018**: Follow Me: Introduction to social media analysis in R (June, 2018)

## ***RESEARCH EXPERIENCE***

**Research interests:**

* Business analytics
* Social media
* Capital market and corporate communication

**Selected Publications:**

* Prokofieva, M. and Miah, S. (under review), Improving decision making in crowdfunding campaigns through social media analytics. Online information review.
* Prokofieva, M. and Miah, S. (under review), Cluster analysis based approach for revealing insights of corporate communication: Visibility measures in the era of big data, Australasian Journal of Information Systems.
* Prokofieva, M. (under review), Using investor attention in decision support systems for capital market applications. Expert Systems with Applications.
* Prokofieva, M, Jackling, B. and Natoli, R. (under review) “Predicting accounting student characteristics that influence attrition: A case study”, Accounting Research Journal.
* Prokofieva, M. and Miah, S.(2019). A Social Media Analytics Framework for Enterprises: A Literature Survey, *Enterprise Information Systems*, In Press.
* Prokofieva, M. and Miah, S.(2019). Blockchain in healthcare, *Australasian Journal of Information* Systems 23
* Prokofieva, M. and Miah, S.(2018). Exploring social media analytics with R. 29th Australasian Conference on Information Systems (ACIS2018), UTS, Sydney, 3rd-5th December 2018.
* Prokofieva, M. (2015), “Twitter-based corporate disclosure and information asymmetry: Evidence from Australian listed companies”, Journal of Information Systems, 29(2), 107-136.
* Prokofieva, M. and Clark, C. (2014). “The effect of press visibility on voluntary disclosure: country-level approach”, Corporate Ownership and Control Journal. 11(2), pp. 72-83.
* Prokofieva, M. (2013), "Evaluating types of students' interactions in a wiki-based collaborative learning project", Australasian Journal of Educational Technology. 29(4).

## ***CONTRACT INDUSTRY PROJECTS (LAST 2 YEARS)***

Designate Group (Sydney, Australia): data analytics of company reporting

ListCorp (Melbourne, Australia): business intelligence of corporate disclosure and engagement

# GRANTS AND PROJECTS

* CPA Australia Global Research Perspective Grant, 2020: “Data Analytics in External Auditing” **($60,000**).
* VU International Collaborative Research Grant Scheme with Central University of Finance and Economics (CUFE), China, 2013: “ICT adoption and economic development: Evidence from China” **($10,000**).
* AFAANZ Research Grant scheme 2012: “The impact of negative experiences on accounting students withdrawal from study” **($6,000**).
* VU Researcher Development Grants Scheme 2012: “Media visibility and voluntary disclosure in Australia and China” **($25,000**)
* VU Research Fund Grant 2011: “Using a wiki platform as a collaborative knowledge development tool in a postgraduate accounting education” **($2,000**)
* ALTC grant 2010 “Building course team capacity to enhance graduate employability” (**$20,000**)

**Reviewer for:**

Journal of Information Systems

Australasian Journal of Educational Technology

Journal of Accounting Education

Managerial Auditing Journal

# Supervision of research students:

Ziad Almtiri, Impact of Technology Adoption on the effectiveness of E-Commerce Strategies in Dubai SMEs

Manal Alidarous, “The Benefits of the IFRS Mandate on Accounting Quality in the Primary Market: Evidence from Saudi Arabia”

David Namanya, “Corporate Governance and the Financial Performance of Listed Companies in the East African Community”

Maizatul Akmal Musa, PhD program: “Determinants of institutional shareholder activism in Malaysia”

Priyo Adi, PhD program: “Rent-seeking behaviours in local government budgets in Indonesia”

Lioubov Satchakova, PhD program: “Developing graduate attributes of accounting students using industry and community engagement activities”

# AWARDS

Australian Award for University Teaching (2019) Nomination – Innovation, Leadership and Scholarship

Vice Chancellor Award (2019) Nomination – Innovation and Engagement

VU Faculty of Business and Law Staff Awards 2012 - Research Commendation

# PROFESSIONAL MEMBERSHIP

RStudio working group – Rbusiness (founder)

Women in Data Science (WiDS) Ambassador (Stanford)

R-Ladies Global – Data analytics group

Melbourne Women in Machine Learning & Data Science and Data Science Melbourne

Melbourne Users of R Network (MelbURN),

Data analysis Melbourne

SAP Australian User group member – Business Intelligence / HANA / Financials SIGs

CPA (Australia)

***REFEREES:***

**Available upon request**