

Xinyu Zhang, PhD

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ACADEMIC POSITIONS

S.C. Johnson Graduate School of Management, Cornell University

Assistant Professor of Accounting	2018 – Present
Clifford H. Whitcomb Faculty Fellow	2021 – 2022

EDUCATION

The University of Texas at Austin

Ph.D. in Accounting, 2018

Tilburg University

Master of Science in Accounting, 2013

Fudan University; Bocconi University

Double Master's Degree in International Management, 2011

Xi'an Jiaotong University

Bachelor of Management in International Accounting, 2008

RESEARCH INTERESTS

Behavioral effects of management control systems and accounting information

PUBLICATIONS

1. “Understanding and deterring misreporting in nonprofits: the joint effects of pay level and penalty type” with Eric Chan, *The Accounting Review*, 2021, 96 (4): 157-177, available at: <https://doi.org/10.2308/TAR-2019-0620>
2. “Working longer but not harder: the effects of incentivizing inputs versus outputs in a heterogeneous workforce” with Eric Chan and Steven Kachelmeier, *The Accounting Review*, 2021, 96 (5): 133-156, available at: <https://doi.org/10.2308/TAR-2018-0097>
3. “We’re in this together: the motivational effects of tangible rewards in a group setting” with Steven Kachelmeier and Michael Williamson, *Contemporary Accounting Research*, 2023, 40(2): 842-867, available at: <https://doi.org/10.1111/1911-3846.12844>

WORKING PAPERS

4. “The effects of relative performance information on subsequent cooperation”, solo-authored, preparing for 3rd round resubmission at *Contemporary Accounting Research*
5. “The effects of nonprofit pay and market pay transparency on donor trust and nonprofit governance” with Eric Chan, preparing for 2nd round resubmission at *Contemporary Accounting Research*
6. “Assisting job interviews with generative artificial intelligence: effects on selecting value-aligned employees” with Yao Lu and Weining Zhang, research proposal accepted by the third *Journal of Accounting Research* Registered Report Conference.
7. “Idea sharing and Collaboration” with Andrew Cooney and Brian White
8. “The impact of financial education resources on novice investors” with Lauren Frederick and Kristi Rennekamp
9. “The cognitive cost of misreporting” with Ryan Guggenmos and Kristi Rennekamp
10. “The joint effect of social distance and social value orientation on budget reporting in multi-level organizations” with Eddy Cardinaels and Bart Dierynck

RESEARCH PRESENTATIONS

Workshop Presentations

- 2025 Tilburg University (scheduled)
- 2025 University of Amsterdam (scheduled)
- 2025 University of Southern Denmark (scheduled)
- 2025 Erasmus University (Erasmus Accounting Workshop) (scheduled)
- 2024 Georgia State University (scheduled)
- 2024 The third *Journal of Accounting Research* Registered Report Conference (scheduled)
- 2024 University of Illinois Urbana-Champaign
- 2023 Indiana University (Kelley Accounting Research Symposium)
- 2023 Zhejiang University
- 2022 European Network for Experimental Accounting (ENEAR) Online Seminar
- 2022 Emory University
- 2021 East Coast Behavioral Accounting Workshop
- 2021 Washington State University (virtual)
- 2021 Saint Mary’s University (virtual)
- 2019 Binghamton University
- 2019 Cornell Financial Reporting Mini Summer Camp
- 2018 University of Pittsburgh

2018 University of Waterloo
2018 Cornell University
2017 The University of Texas at Austin
2015 The University of Texas at Austin

Conference Presentations

2025 Accounting, Behavior and Organizations Research Conference (scheduled)
2024 European Network for Experimental Accounting (ENEAR) Conference
2024 Management Accounting Section Midyear Meeting
2023 Management Accounting Section Midyear Meeting
2022 Accounting, Behavior and Organizations Research Conference
2022 Management Accounting Section Midyear Meeting (virtual)
2021 Management Accounting Section Midyear Meeting (virtual)
2020 *European Accounting Review* Conference (virtual)
2020 Management Accounting Section Midyear Meeting
2019 Accounting, Behavior and Organizations Research Conference
2019 Global Management Accounting Research Symposium
2019 Management Accounting Section Midyear Meeting
2018 Accounting, Behavior and Organizations Research Conference
2018 Accounting PhD Rookie Camp
2017 Accounting, Behavior and Organizations Research Conference
2017 Lone Star Accounting Research Conference
2017 Management Accounting Section Midyear Meeting
2016 Accounting, Behavior and Organizations Research Conference
2016 Global Management Accounting Research Symposium
2015 Management Accounting Section Midyear Meeting
2014 American Accounting Association Annual Meeting

Other Presentation

2020 “Expect Turbulence: Transition from Graduate Student to Faculty Member” at Doctoral Consortium, MAS Midyear Meeting

CONFERENCE PARTICIPATION

2025 The 1st annual Field Experiments in Accounting and Finance Conference (scheduled)
2024 *Contemporary Accounting Research* Conference (scheduled)
2024 The 17th Annual Rotman Accounting Research Conference
2024 Cornell Financial Reporting Mini Summer Camp
2024 Inaugural Columbia Management Accounting Conference
2024 University of Illinois Emerging Management Accounting Scholars Symposium
2024 Columbia Business School Junior Accounting Faculty Conference

2023 Accounting, Behavior and Organizations Research Conference
2023 Accounting, Behavior and Organizations Doctoral Consortium
2023 Palmetto Symposium on Experimental Accounting Research
2023 Conference on Emerging Technologies in Accounting and Financial Economics
2022 University of Illinois Emerging Management Accounting Scholars Symposium
2021 Palmetto Symposium on Experimental Accounting Research (virtual)
2021 CAAA *Contemporary Accounting Research* Conference (virtual)
2020 CAAA *Contemporary Accounting Research* Conference (virtual)
2019 Palmetto Symposium on Experimental Accounting Research
2019 Dartmouth Accounting Research Conference
2018 Cornell Financial Reporting Mini Summer Camp
2018 Emerging Management Accounting Scholars Symposium
2017 American Accounting Association (AAA) Annual Meeting
2016 McCombs Accounting Research Conference
2016 Management Accounting Section Midyear Meeting
2016 American Economic Association (AEA) Annual Meeting
2015 Experimental Research in Accounting Conference
2014 Taxation in a Global Economy Research Symposium
2014 NASD OMX Conference on Capital Markets
2014 Management Accounting Section Midyear Meeting

TEACHING

Cornell University, Samuel Curtis Johnson Graduate School of Management

- Instructor, NBA 5110 Financial Modeling (Residential MBA), Spring & Fall 2019 - present.
 - Instructor rating of the most recent three semesters (4.5, 4.7, 4.6 out of 5.0)
 - Johnson Teaching Honor Roll 2023-2024 and 2022-2023
- Instructor, NBA 5111 Foundations of Financial Modeling (Undergraduate), Spring 2021
 - Instructor rating (4.1 out of 5.0), virtual teaching

The University of Texas at Austin, McCombs School of Business

- Instructor, ACC 312 Fundamentals of Managerial Accounting, Summer 2015
 - Instructor rating (4.4 out of 5.0)

SERVICE

Journal Editorial Boards

- *Behavioral Research in Accounting* (2023-Present)

Journal Review

- *The Accounting Review*
- *Accounting, Organization and Society*

- *Contemporary Accounting Research*
- *European Accounting Review*
- *Journal of Accounting, Audit and Finance*
- *Journal of Accounting Research*
- *Journal of Management Accounting Research*
- *Management Science*
- *Management Accounting Research*

Conference Review

- Accounting, Behavior and Organizations Research Conference
- American Accounting Association (AAA) Annual Meeting
- *Contemporary Accounting Research* Conference
- Financial Accounting Section Midyear Meeting
- Government and Nonprofit Section Midyear Meeting
- Hawaii Accounting Research Conference
- Management Accounting Section Midyear Meeting

American Accounting Association

- MAS IMA Doctoral Consortium Ph.D. Mentorship Program, Mentor (2024)
- Roundtable Q&A at ABO Doctoral Consortium (2023)
- MAS Paper with Notable Contribution to the Management Accounting Literature Selection Committee, Committee Member (2022 – 2023)
- MAS IMA Doctoral Consortium Ph.D. Mentorship Program, Mentor (2021)

Internal Service

- Co-organizer, the Accounting Area Research Workshop (2019 – Present)
- Member, Accounting Faculty Search Committee, Johnson College of Business (2023 – 2024)
- Member, Accounting Faculty Search Committee, Johnson College of Business (2022 – 2023)

MEDIA MENTIONS

“[Your employees could be growing to resent their jobs – this research explains why](#)” by Kate Neilson. *HRM: The news site of the Australian HR Institute*. November 19, 2020.

“[To demotivate your Workers, connect pay to hours clocked](#)” by Deborah Lynn Blumberg. *Big Ideas: Research and Insights from Texas McCombs*. October 28, 2020.

- Top post on Reddit r/science on Oct. 31, 2020, with 39.9k upvotes and 1.5k comments

“[Why do nonprofits misreport their financial performance? It’s about manager pay](#)” by Sally Parker. *Big Ideas: Research and Insights from Texas McCombs*. October 14, 2020.

AWARDS & GRANTS

2024 Johnson Teaching Honor Roll AY 2023-2024
2023 Johnson Teaching Honor Roll AY 2022-2023
2021 Clifford H. Whitcomb Faculty Fellowship, SC Johnson College of Business
2021 President's Council of Cornell Women Affinito-Stewart Award Recipient
2016 Eugene and Dora Bonham Memorial Fund in Business
2015 McCombs School of Business Doctoral Fellowship
2014 Eugene and Dora Bonham Memorial Fund in Business
2013 Donald D. Harrington Graduate Fellowship

PROFESSIONAL EXPERIENCE & AFFILIATIONS

- Management Accounting Section, AAA
- Accounting, Behavior and Organizations Section, AAA
- Financial Accounting and Reporting, AAA
- Association of Chartered Certified Accountants, inactive
- Audit Intern, Deloitte L.L.P., Calgary, Canada, 01/2007 – 03/2007