XINYU ZHANG

Email: xz687@cornell.edu Phone: 512-517-8093

ACADEMIC POSITIONS

Cornell University, Samuel Curtis Johnson Graduate School of Management
Assistant Professor of Accounting 07/2018–Present

University of Bern, Institute for Accounting
Visiting Assistant Professor of Accounting 05/2026–07/2026

EDUCATION

Ph.D., Accounting, The University of Texas at Austin (2018)
Master's, Accounting, Tilburg University
Master's, International Management, Fudan University; Bocconi University
Bachelor's, International Accounting, Xi'an Jiaotong University

RESEARCH INTERESTS

My research uses laboratory and field experiments to examine how management controls affect employee selection, productivity, and collaboration, with a complementary stream examining how financial education and information shape retail investors' confidence and decision-making.

PUBLICATIONS

[1] Chan & Zhang (2021) "Understanding and Deterring Misreporting in Nonprofits: the Joint Effects of Pay Level and Penalty Type", ***The Accounting Review***, 2021, 96 (4): 157-177.
- Featured in Research Handbook in Nonprofit Accounting 2023, Texas McCombs Big Ideas
- https://doi.org/10.2308/TAR-2019-0620

[2] Chan, Kachelmeier, & Zhang (2021) "Working Longer but Not Harder: The Effects of Incentivizing Inputs versus Outputs in a Heterogeneous Workforce", ***The Accounting Review***, 2021, 96 (5): 133-156.
- Featured in HRM online (Australian HR Institute), Reddit r/science, Texas McCombs Big Ideas
- https://doi.org/10.2308/TAR-2018-0097

[3] Kachelmeier, Williamson & Zhang (2023) "We're in This Together: The Motivational Effects of Tangible Rewards in a Group Setting", ***Contemporary Accounting Research***, 2023, 40(2): 842-867.
- https://doi.org/10.1111/1911-3846.12844

[4] Zhang (2025) "The Effects of Relative Performance Information on Subsequent Cooperation", ***Contemporary Accounting Research***, 2025, 42(3): 1684-1712.
- Featured in Cornell Business News, Around Cornell in the Cornell Chronicle, Phys.org, Inc.
- https://doi.org/10.1111/1911-3846.13045

IN-PRINCIPLE ACCEPTANCE

[5] Lu, Zhang, & Zhang "Assisting Job Interviews with Generative-AI: Field Evidence on Employee Selection", ***Journal of Accounting Research***, in-principle acceptance.

- Pre-registered Field Experiment, presented at the 3rd *JAR* Registration Report Conference

SELECTED WORKING PAPERS

Management Control and Employee Behavior

[6] Chan & Zhang "The Effects of Nonprofit Pay and Market Pay Visibility on Donor Trust and Nonprofit Governance", R&R, accepted by the ***Accounting, Organizations and Society*** Conference

[7] Wiernsperger & Zhang "When Managers Publicly Oppose Collective Bargaining: Effects on Worker Productivity and Wages", R&R at ***Journal of Accounting Research***

[8] Cooney, White, & Zhang "Effects of Minimum Idea Sharing Requirements on Idea Sharing and Subsequent Collaboration", preparing for journal submission.

[9] Bernhardt & Zhang "Who's Not Getting the Credit? Team Composition and Evaluations of Individual Creativity", collecting feedback on first draft.

[10] Chan, Yang, & Zhang "The Effect of Task Assignment and Prosocial Heterogeneity on Employees' Reciprocity Toward the Manager", collecting feedback on first draft.

Information and Investor Decision-Making

[11] Frederick, Rennekamp, & Zhang "Features of Platform-provided Financial Education: Effects on Retail Investors", collecting feedback on updated draft.

[12] Frederick, Rennekamp, White, & Zhang "Standardized but Not Comparable: Effects of Standardized ESG Metrics on Retail Investors' Perceived Competence and Delegation in Investment Decisions" preparing for journal submission.

SELECTED WORK IN PROGRESS

[13] Lu, Rennekamp, Zhang & Zhang "Field Experiment on AI-assisted Employee Training"
[14] Arnold & Zhang "Investment in Technologies"
[15] Rennekamp, Wei, & Zhang "Internal Reporting"

EDITORIAL BOARDS

The Accounting Review	2026–Present
Journal of Management Accounting Research	2025–Present
Behavioral Research in Accounting	2023–Present

INVITED WORKSHOPS & CONFERENCES (*Presenter; ^Discussant; Scheduled)

The University of Texas at Austin Spring Conference*	2027
ABO Research Conference, Baltimore^	2026
The 50th Anniversary *Accounting, Organizations and Society* conference, King's College London*	2026
University of St. Gallen*	2026
University of Bern*	2026
ENEAR Conference, University of Bern*^	2026
Columbia Management Accounting Conference, Columbia University*	2026
Stanford Financial Education Symposium, Stanford University*	2026

University of California, Davis* 2026
Experimental Accounting Doctoral Symposium, Georgia State University 2026
University of Bern* 2026
Cornell University** 2026
The 6th Labor and Accounting Conference, University of Virginia Darden School of Business 2026
Chapman University* 2026
Xiamen University* 2026
University of Central Florida* 2025
Field Experiments in Accounting and Finance Conference, Georgetown University 2025
ABO Research Conference, Indianapolis^ 2025
ABO Doctoral Consortium, Indianapolis 2025
The Role of Accounting & Information Frictions in Microenterprises, Rice University 2025
AAA Annual Meeting, Chicago ^^ 2025
Tilburg University* 2025
University of Amsterdam* 2025
University of Southern Denmark* 2025
Palmetto Symposium on Experimental Accounting Research, University of South Carolina 2025
Columbia Management Accounting Conference, Columbia University 2025
Performance Management Field Research Symposium, University of Wisconsin at Madison 2025
The 5th Labor and Accounting Conference, Stanford University 2025
Erasmus University* 2025
MAS Midyear Meeting, Austin^ 2024
Georgia State University* 2024
The 1st annual Field Experiments in Accounting and Finance Conference, Georgetown University 2024
Contemporary Accounting Research Conference, Toronto 2024
The 3rd *Journal of Accounting Research* Registered Report Conference* 2024
ABO Research Conference, Montreal^ 2024
University of Illinois Urbana-Champaign* 2024
The 17th Annual Rotman Accounting Research Conference, University of Toronto 2024
ENEAR Conference, Erasmus University* 2024
Cornell Financial Reporting Mini Summer Camp, Cornell University 2024
Inaugural Columbia Management Accounting Conference, Columbia University 2024
Emerging Management Accounting Scholars Symposium, University of Illinois Urbana-Champaign 2024
Columbia Business School Junior Accounting Faculty Conference, Columbia University 2024
MAS Midyear Meeting, Orlando^ 2024
Indiana University* 2023
ABO Research Conference, Pittsburgh 2023
ABO Doctoral Consortium, Pittsburgh 2023
Palmetto Symposium on Experimental Accounting Research, University of South Carolina 2023
Zhejiang University* 2023
CETAFE, Cornell University 2023
MAS Midyear Meeting, Atlanta*^ 2023

ABO Conference, Phoenix*^	2022
ENEAR Online Seminar*	2022
Emory University*	2022
Emerging Management Accounting Scholars Symposium, University of Illinois Urbana-Champaign	2022
MAS Midyear Meeting^	2022
Saint Mary's University*	2021
Washington State University*	2021
Contemporary Accounting Research Conference	2021
Palmetto Symposium on Experimental Accounting Research, University of South Carolina	2021
East Coast Behavioral Accounting Workshop*	2021
MAS Midyear Meeting^	2021
Contemporary Accounting Research Conference	2020
European Accounting Review Conference*	2020
MAS Midyear Meeting, Houston^	2020
Binghamton University*	2019
ABO Conference, Providence*^	2019
GMARS Conference, East Lansing*	2019
Palmetto Symposium on Experimental Accounting Research, University of South Carolina	2019
Cornell University*	2019
Dartmouth Accounting Research Conference, Dartmouth University	2019
MAS Midyear Meeting, Ft. Lauderdale*	2019
Cornell Financial Reporting Mini Summer Camp, Ithaca	2018
Emerging Management Accounting Scholars Symposium, University of Illinois Urbana-Champaign	2018
University of Pittsburgh*	2018
University of Waterloo*	2018
Cornell University*	2018
MAS Midyear Meeting, Scottsdale	2018
Accounting PhD Rookie Camp, Miami*	2018
The University of Texas at Austin*	2018
The University of Texas at Austin *	2017
ABO Conference, Pittsburgh*	2017
AAA Annual Meeting, San Diego	2017
Lone Star Accounting Research Conference, University of North Texas*	2017
MAS Midyear Meeting, San Juan*	2017
ABO Conference, Albuquerque*	2016
McCombs Accounting Research Conference, UT Austin	2016
GMARS Conference, Michigan State University*	2016
MAS Midyear Meeting, Dallas	2016
AEA Annual Meeting, San Francisco	2016
MAS Midyear Meeting, Newport Beach*	2015
McCombs Experimental Research in Accounting Conference, UT Austin	2015
AAA Annual Meeting, Atlanta*	2014

Taxation in a Global Economy Research Symposium, UT Austin 2014
MAS Midyear Meeting, Orlando* 2014

Other Presentations/Panel Speaking
Cornell SC Johnson MPS Program Orientation Faculty Panel* 2025, 2026
- Offering perspective about transitioning into graduate study alongside fellow panelists

MAS Doctoral Consortium, Houston* 2020
- "Expect Turbulence: Transition from Graduate Student to Faculty Member"

TEACHING EXPERIENCE

Instructor, Financial Modeling (MBA and MPS), Cornell University Spring 2019–Present
- Average overall instructor rating in past four years: 4.50/5.00 across 24 sections
- Johnson School Teaching Honor Roll, Fall 2023, Spring 2024

Instructor, Foundations of Financial Modeling (undergraduate), Cornell University Spring 2021
- Overall instructor rating: 4.12/5.00

Instructor, Fundamentals of Managerial Accounting (undergraduate), UT Austin Summer 2015
- Overall instructor rating: 4.40/5.00

Guest Lectures and Seminars
Accounting Behavioral Seminar, UT Austin 2023, 2025
- Nonprofit Misreporting; RPI and Subsequent Cooperation

Cornell-Tsinghua FMBA Guest Lecture, Cornell University 2024
- "Financial Reporting and Governance in Nonprofit Organizations"

Experimental Accounting Seminar, Cornell University 2022
- Managerial Accounting Sessions on creativity incentives and mission-driven organizations

PROFESSIONAL SERVICE

Journal and Conference Reviews
Journal of Accounting Research; The Accounting Review; *Contemporary Accounting Research; Accounting, Organizations and Society; Management Science; Management Accounting Research; European Accounting Review; Journal of Management Accounting Research; Behavioral Research in Accounting; Journal of Accounting, Audit and Finance*

Contemporary Accounting Research Conference; Hawaii Accounting Research Conference; AAA Annual Meeting; MAS Midyear Meeting; FARS Midyear Meeting; ABO Research Conference; GNP Midyear Meeting

American Accounting Association
ABO Doctoral Consortium Faculty Fellow 2025
MAS IMA Doctoral Consortium Ph.D. Mentorship Program, Mentor 2021, 2024, 2025
Roundtable Q&A at ABO Doctoral Consortium 2023
Notable Contribution to the Management Accounting Literature Selection Committee 2022–2023

Cornell University
Co-organizer, the Accounting Area Research Workshop 2019–2025

Master Thesis Committee Member – Yuqiao He (Ph.D. in Michigan State University) 2024–2025
Member, Accounting Faculty Search Committee, Johnson College of Business 2023–2024

AWARDS & HONORS

FARS Midyear Meeting Excellence in Reviewing Award 2026
Johnson Teaching Honor Roll 2023, 2024
Clifford H. Whitcomb Faculty Fellowship, S.C. Johnson College of Business 2021
President's Council of Cornell Women Affinito-Stewart Award Recipient 2021
Eugene and Dora Bonham Memorial Fund in Business 2014, 2016
McCombs School of Business Doctoral Fellowship 2015
Donald D. Harrington Graduate Fellowship 2013

MEDIA MENTIONS & INTERVIEWS

"Are you comparing apples and oranges when investing?" Cornell Business News. Aug. 6, 2026

"Knowing a manager's stance on unions can affect worker performance" Cornell Chronicle. Jul. 23, 2026.

The Last Show with David Cooper, Interview, Oct. 23, 2025.

"Want your team to work better together? Stop doing this" Inc. Oct. 16, 2025.

"Performance feedback boosts teamwork when it highlights shared challenges, not rankings" Phys.org. Oct. 14, 2025.

"Rank less, bond more: rethinking performance feedback" Inside SC Johnson. Oct. 10, 2025.

"Your employees could be growing to resent their jobs – this research explains why" HRM: The news site of the Australian HR Institute. Nov. 19, 2020.

"To demotivate your Workers, connect pay to hours clocked" Big Ideas: Research and Insights from Texas McCombs. Oct. 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" Big Ideas: Research and Insights from Texas McCombs. Oct. 14, 2020.