

M. David Piercey, Ph.D.

John F. Kennedy Endowed Professor and Accounting Department Chair

Curriculum Vitae

Isenberg School of Management
University of Massachusetts Amherst
121 Presidents Drive
Amherst, MA 01003

email: piercey@isenberg.umass.edu
office phone: 413.545.5585
office: Isenberg 232A
<http://www.isenberg.umass.edu/>

Background

Dave Piercey has been on the accounting faculty at the University of Massachusetts Amherst ("UMass") since 2006, where he is currently the John F. Kennedy Endowed Professor and Accounting Department Chair, after serving as the Accounting PhD Program Coordinator. Prior to his position at UMass, Dave earned his BS and MAcc degrees in accounting at Brigham Young University, worked as an auditor for KPMG and as the accounting controller of Standard Life & Casualty Insurance Company (where he has since served on the Board of Directors), and completed his PhD in accounting at the University of Illinois (where he was a Deloitte Doctoral Fellow). Dave's research examines judgment and decision making in auditing and financial accounting contexts. He is currently an Editor of *Accounting, Organizations and Society* and a past Editor of *Auditing: A Journal of Practice & Theory*. His teaching focuses on financial accounting, auditing, and doctoral education. In addition, he is actively involved in the service, institution building, and outreach missions of the Isenberg School of Management. Dave enjoys spending time with his wife Andrea and their three children.

Research

Research Publications

- Pickerd & Piercey (2021). "The Effects of High Estimate Uncertainty in Auditor Negligence Litigation," *Contemporary Accounting Research*, Volume 38, Issue 4 (Winter): p. 3182-3213.
- Buchanan & Piercey (2021). "How Simple Changes to Workpaper Language and Tick Marks Can Curtail the Ghost Ticking of Audit Procedures," *Auditing: A Journal of Practice & Theory*, Volume 40, Issue 4 (November): 53-77.
- Kang, Piercey & A. Trotman (2020). "Does an Audit Judgment Rule Increase or Decrease Auditors' Use of Innovative Audit Procedures?" *Contemporary Accounting Research*, Volume 37, Issue 1 (Spring): p. 297-321.
- Saiewitz & Piercey (2020). "Too Big to Comprehend? A Research Note on How Large Number Format Affects Voter Support for Government Spending Bills," *Behavioral Research in Accounting*, Volume 32, Issue 1 (Spring): p. 149-158.
- Guggenmos, Piercey & Agoglia (2018). "Custom Contrast Testing: Current Trends and a New Approach," *The Accounting Review*, Volume 93, Issue 5 (September): p. 223-244.
- Perreault, Kida & Piercey (2017). "The Relative Effectiveness of Simultaneous versus Sequential Negotiation Strategies in Auditor-Client Negotiations," *Contemporary Accounting Research*, Volume 34, Issue 2 (Summer): p. 1048-1070.
- Bowlin, Hobson & Piercey (2015). "The Effects of Auditor Rotation, Professional Skepticism, and Interactions with Managers on Audit Quality," *The Accounting Review*, Volume 90, Issue 4 (July): p. 1363-1393.

- Luippold, Kida, Piercey & Smith (2015). "Managing Audits to Manage Earnings: The Impact of Diversions on an Auditor's Detection of Earnings Management," *Accounting, Organizations and Society*, Volume 41 (February): p. 39-54.
- Fanning, Agoglia & Piercey (2015). "Unintended Consequences of Lowering Disclosure Thresholds," *The Accounting Review*, Volume 90, Issue 1 (January): p. 301-320.
- Fanning & Piercey (2014). "Internal Auditors' Use of Interpersonal Likability, Arguments and Accounting Information in a Corporate Governance Setting," *Accounting, Organizations and Society*, Volume 39, Issue 8 (November): p. 575-589.
- Wainberg, Kida, Piercey & Smith (2013). "The Impact of Anecdotal Data in Regulatory Audit Firm Inspection Reports," *Accounting, Organizations and Society*, Volume 38, Issue 8 (November): p. 621-636.
- Piercey (2011). "Documentation Requirements and Quantified vs. Qualitative Audit Risk Assessments," *Auditing: A Journal of Practice & Theory*, Volume 30, Issue 4 (November): p. 223-248.
- Peecher, Piercey, Rich & Tubbs (2010). "The Effects of a Supervisor's Active Intervention in Subordinates' Judgments, Directional Goals, and Perceived Technical Knowledge Advantage on Audit Team Judgments," *The Accounting Review*, Volume 85, Issue 5 (September): p. 1763-1786.
- Piercey (2009). "Motivated Reasoning and Verbal vs. Numerical Probability Assessment: Evidence from an Accounting Context," *Organizational Behavior and Human Decision Processes*, Volume 108, Issue 2 (March): p. 330-341.
- Peecher & Piercey (2008). "Judging Audit Quality in Light of Adverse Outcomes: Evidence of Outcome Bias and Reverse Outcome Bias," *Contemporary Accounting Research*, Volume 25, Issue 1 (Spring): p. 243-274.

Published Practitioner Summaries of Research

- Kang & Piercey (2020). "Would an Audit Judgment Rule Improve Audit Committee Oversight and Audit Quality?" *Current Issues in Auditing*, Volume 14, Issue 1: P16-P25.
- Bowlin, Hobson & Piercey (2015b). "Surprising Effects of Mandatory Auditor Rotation on Audit Quality," *Global Knowledge Gateway*, publication invited by the International Federation of Accountants (IFAC), New York, NY, December 15.

Selected Research Working Papers

- Piercey. "'Throw it in as a Covariate'? Common Problems using Measured Control Variables in Experimental Accounting Research," conditionally accepted for publication at *Auditing: A Journal of Practice & Theory*.
- Buchanan & Piercey. "The Impact of Forecast Rounding, Forecast Uncertainty, and Managers' Language on Investors' Judgments," revising for a 2nd round of review at *Journal of Financial Reporting*.
- Jackson, Piercey and Wang. "How the Use of Temporal Immediacy and Video Conference Calls Jointly Impact Investors' Willingness to Invest."
- Sealy, Agoglia & Piercey. "When Doing Good Backfires: The Effects of Corporate Social Responsibility Fit on the Decisions of Short- and Long-Term Investors."
- Starliper, Yu & Piercey. "The Impact of ICFR Deficiency Diversity and Presentation Format on Investors' Perceptions of Investment Risk."

Research Workshop Presentations and Conference Proceedings

- Invited workshop presentations at Brigham Young University, Cornell University (twice), Georgia State University (twice), Georgia Institute of Technology (“Georgia Tech”), Indiana University (second workshop upcoming, Spring 2022), Michigan State University, Nanyang Technological University (Singapore), North Carolina State University, Northeastern University, Queen’s University (Canada), University of Alberta (Canada), University of Kentucky, University of Illinois (twice), University of Iowa, University of Massachusetts Amherst, UMass Amherst Department of Marketing, UMass Amherst Institute for Social Science Research, University of Mississippi (“Ole Miss”), University of Nevada Las Vegas, University of Washington, University of Waterloo (Canada), Washington University
- Conference Proceedings at the American Accounting Association (AAA) Annual Meeting (10 papers), AAA Accounting Behavior and Organizations Research Conference (9 papers), AAA Audit Midyear Meeting (6 papers), AAA Financial Accounting and Reporting Section Midyear Meeting, AAA Midsouth Consortium, Brigham Young University Accounting Research Symposium (10 papers), *Contemporary Accounting Research* Conference, Duke University Behavioral Decision Research in Management Conference, Lehigh University Conference on Financial Reporting, Auditing, and Governance, International Symposium on Audit Research (3 papers), New England Behavioral Accounting Research Series

Scholarly Awards and Recognition

- John F. Kennedy Endowed Professorship, 2018 – present
- John Spinney Faculty Fellow in Accounting, 2015 – 2018
- Center for Audit Quality Access to Audit Personnel Research Grant, May 2016
- Isenberg School of Management Outstanding Researcher Award, April 2015
- Research featured in popular press articles by *Accountancy Age*, *Accounting Web*, *Accounting Today*, *Accounting Weekly*, the *BBC* (United Kingdom), *CFO Magazine*, *Compliance Weekly*, *Contabilidade Financeira (Financial Accounting, Brazil)*, *CPA2Biz*, *Edgar Online*, *Financial Director* (United Kingdom), *FSR* (Denmark), *Institute of Internal Auditors*, *The Practicing CPA*, *Thomson Reuters Accounting & Compliance Alert*, *The Wall Street Journal*, *WebCPA*, 2010 – present
- Exceptional Merit Award, University of Massachusetts Amherst, January 2014.
- *Auditing: A Journal of Practice & Theory* Best Paper Award, American Accounting Association (“AAA”) Audit Midyear Meeting, awarded to Piercey (2011, *AJPT*), January 2014
- Faculty Marshall (one of two faculty selected university-wide by the Provost), Undergraduate Commencement, University of Massachusetts Amherst, May 2013
- PricewaterhouseCoopers INQUIRES Research Grant, April 2011
- Outstanding Emerging Scholar Award, for Fanning, Agoglia & Piercey (2015, *The Accounting Review*), AAA Accounting, Behavior & Organizations Research Conference, October 2010.
- Isenberg School of Management Outstanding Researcher Award, May 2010
- Best Paper Award, AAA Audit Midyear Meeting, for Luippold et al. (2014, *AOS*), January 2010.
- Outstanding Emerging Scholar Award Winner, AAA Accounting Behavior & Organizations Research Conference, for Fanning & Piercey (2014, *AOS*), October 2009
- Best Paper Award, International Symposium on Audit Research, for Peecher et al. (2010 *The Accounting Review*), May 2008
- Best Doctoral Dissertation Award, AAA Accounting Behavior & Organizations Research Conference (awarded to one behavioral accounting dissertation internationally), October 2007
- AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow, June 2005

- Marvin and Nancy Dennis Doctoral Fellowship Award, University of Illinois, 2004-2006
- Deloitte & Touche Doctoral Fellowship Award (awarded to 10 top doctoral students nationally), 2003-2005
- University of Illinois Doctoral Fellowship Award, 2003-2005
- Victor L. Bernard Memorial Scholar Award, University of Illinois, 2003-2004

Teaching

Teaching Doctoral-Level Teaching: Administration

- Accounting Doctoral Program Coordinator and Chair of Accounting Doctoral Program Committee, UMass, 2014–2017
- Comprehensive coursework examination committee chair, 2015–2017
- Comprehensive coursework examination committee member, 2015 (hospitality & tourism management), 2018 (hospitality & tourism management)

Doctoral-Level Teaching: Dissertation Committees

- Chair of dissertation committee: Conner Blake (co-chair, current PhD student), Scott Jackson (co-chair, PhD '21), Kyle Stubbs (co-chair, PhD '20), Chez Sealy (co-chair, PhD '18), Matt Starliper (co-chair, PhD '18), Jess Osgood (PhD '17), Jeffrey Pickerd (PhD '16)
- Committee member: Cody Lu (current PhD student), Mary Kate Dodgson (PhD '17), Kawon Kim (PhD '17, hospitality & tourism management), Stephen Kuselias (PhD '16) Ryan Guggenmos (PhD '15), Aaron Saiewitz (PhD '14), Stephen Perreault (PhD '11), Kirsten Fanning (PhD '10), James Wainberg (PhD '10), Benjamin Luippold (PhD '09)

Doctoral-Level Teaching: Courses

- Behavioral and Experimental Research Methods Seminar (School of Management 895R), UMass, 2014–2017
- Team-teacher, Multivariate Methods for Business Research (School of Management 805), 2017–present
- Directed Research Project (School of Management 895E), UMass, 2007–present
 - Supervised: Scott Jackson (co-supervised, PhD '21), Chez Sealy (cosupervised, PhD '18), Jessica Osgood (PhD '17), Jeffrey Pickerd (PhD '16), Aaron Saiewitz (PhD '14), Kirsten Fanning (PhD '10)
- Directed Readings (School of Management 895X), UMass, 2015–2017
- Doctoral Teaching Seminar Accounting Area Coordinator and Team-Teacher (School of Management 895T), UMass, 2014–2017

Undergraduate-Level Teaching: Courses

- Intermediate Financial Reporting II (Accounting 322/School of Management 522), UMass, Fall 2013–present
- Auditing (School of Management 541), UMass, Fall 2006–2012
- Managerial Accounting (Accountancy 302), University of Illinois, 2003 and 2005

Undergraduate-Level Teaching: Honors Theses, Honors Colloquia, and Independent Study

- Auditing Honors Colloquium (School of Management 541H) or Auditing Independent Study Research Project (Accounting 398), UMass, 2008–2011
- Accounting Undergraduate Honors Thesis Committee Member (Accounting 499), UMass, 2010–2012

- Public Accounting Internship Independent Study (Accounting 398 or 398Y), UMass, 2008, 2010, and 2015

Teaching Awards and Honors

- Isenberg School of Management Teaching Excellence Award, 2021
- Isenberg School of Management College Outstanding Teacher Award, UMass, 2009
- Isenberg School of Management nominee for Lilly Teaching Fellowship, UMass, 2008, 2009
- Alumni Association College of Business Excellence-in-Teaching Award, University of Illinois, 2006
- Excellent rating, Center for Teaching Excellence, University of Illinois, 2005
- Fred H. Figge Distinguished Teaching Award in Accountancy, University of Illinois, 2003
- Excellent and outstanding ratings, Center for Teaching Excellence, University of Illinois, 2003

Service

Departmental Leadership

- Chair of Accounting Department, 2017–present
- Accounting Doctoral Program Coordinator, 2014–2017

Editorial Service

- Editor, *Accounting, Organizations and Society*, 2018–present
- Editor, *Auditing: A Journal of Practice & Theory*, 2017–2018
- Editorial Board Member, *Auditing: A Journal of Practice & Theory*, 2014–2017, 2018–2023
- Editorial Board Member, *Behavioral Research in Accounting*, 2014–2023

Reviewer

- *Abacus; Accounting Horizons; Accounting, Organizations and Society; The Accounting Review; Advances in Accounting; Auditing: A Journal of Practice & Theory; Behavioral Research in Accounting; Contemporary Accounting Research; European Accounting Review; Journal of Accounting and Public Policy; Organizational Behavior and Human Decision Processes; Perspectives on Psychological Science*
- Reviewer and discussant for AAA Annual Meetings, AAA ABO Research Conferences, AAA Audit Midyear Meetings, AAA FARS Midyear Meetings, University of Illinois Symposia on Audit Research, and other conferences and symposia

Selected Other Service to the Profession and Academy

- Advisory Board Member, Public Accounting Report's Accounting Program Ranking, 2019–2020
- AAA Outstanding Audit Educator Award Committee, 2019
- AAA/J. Michael and Mary Anne Cook/Deloitte Foundation Prize Nominations Committee ("the Cook Prize," international recognition for excellence in teaching), 2017–2018
- AAA ABO Lifetime Contribution to Behavioral Accounting Research Award Committee, 2014–2017
- External reviewer for tenure and promotion cases to associate professor, 2013–present, and for promotions to full professor, 2019–present
- AAA Accounting Behavior and Organizations (ABO) Research Conference Awards Committee, 2015–2016
- AAA ABO Best Dissertation Award Committee, 2014–2016
- AAA Auditing Section Membership and Regional Coordinators Committee, 2013–2014

- Invited doctoral consortium faculty on three-member career advice panel, AAA Auditing Doctoral Consortium, New Orleans, 2013
- Invited doctoral consortium faculty on three-member career advice panel, AAA ABO Research Conference Doctoral Consortium, Providence, 2008

Selected University and Isenberg School of Management Service

- Member, Isenberg Administrative Committee, 2017–present
- Panelist, Dean’s Webinar on Sustaining Faculty Excellence, 2021
- Panelist, Pre-tenure Workshop for Tenure-track Faculty, 2020
- Member, University of Massachusetts Amherst at Mount Ida Campus Task Force, 2019– 2020
- Member, Isenberg Outstanding Researcher Award Selection Committee, 2012–2017 (recused in 2015)
- Member, Isenberg Faculty Personnel Committee, 2015–2017
- Member and Accounting Area Coordinator, Isenberg Doctoral Program Committee, 2014–2017
- Speaker, Belmont Savings Bank Convention at UMass, 2016
- Member, Isenberg PhD Program Strategic Task Force and Outcomes Subcommittee, 2015
- Faculty Marshall, UMass Undergraduate Commencement, 2013
- Member, Dean’s Task Force on Research Impact, 2013
- Member, Isenberg Curriculum Committee, 2011–2012, 2013
- Member, Dean’s Task Force on Career and Professional Development, 2011–2012
- Co-Chair, Isenberg Outstanding Doctoral Student Teacher Award selection committee, UMass 2010
- UMass television commercial, 2010 (http://www.youtube.com/watch?v=ptl478_-CCE)

Selected Accounting Department Service

- Chair of Accounting Alumni and Friends LinkedIn Group, 2013–present
- Chair of Accounting Senior Survey Committee, 2013–2018
- Chair of Accounting Doctoral Program Committee, 2014–2017
- Chair of Accounting Faculty Personnel Committee, 2012–2017
- Chair of Accounting Curriculum Committee, 2012–2017
- Chair, Associate Department Chair Faculty Search Committee, 2016–2017
- Co-Chair of Tenure-Stream Faculty Search Committee, 2013–2014
- Chair of Tax Lecturer Search Committee, 2011–2012
- Member of Strategic Planning and Development Committee, 2012–present
- Member of Tenure-Stream Faculty Search Committee, 2007–present
- Member of Accounting Doctoral Program Committee, 2006–present
- Member of Accounting Faculty Personnel Committee, 2008–2017
- Member of Departmental Accreditation Committee, 2011, 2013

Community Service

- Volunteer management, accounting, and auditing service for non-profit church, Massachusetts, Connecticut and Rhode Island, 2019–2000; Western Massachusetts, 2012–2014; Amherst, Massachusetts, 2006–2012, 2018–2019; Champaign, Illinois, 2001–2006, Charlotte, North Carolina, 2000
- Volunteer, Roya Kabuki Syndrome Program, Boston Children’s Hospital, 2018–2019
- Fundraising activities for the Foundation for Prader-Willi Research, 2014–2016

- Full-time volunteer ecclesiastical work with inner-city families and individuals for non-profit Washington D.C.–North Mission, Washington, D.C. and Baltimore, Maryland, 1993–1995
- Eagle Scout, Boy Scouts of America, 1991

Personal

In his spare time, Dave enjoys spending time with his wife and kids, seeing New England with them, eating great food, and having good intentions to exercise. He could probably run *at least* a tenth of a mile. When he can, he also enjoys following UMass basketball and hockey, the New England Patriots, the Boston Red Sox, and the Utah Jazz, as well as barbecuing, fishing, and using large power tools with important-sounding names (e.g., *miter saw*). He is a disgrace to the game of golf and has been golf-free since 2005. Most recently, he has undertaken playing Billy Joel and Ben Folds songs on the piano, despite a lack of any discernable skill. He boasts the ability to play with *both hands*. Those who have heard him at the piano comment that his play is impressively loud.