



M. David Piercey

John F. Kennedy Endowed Professor
Accounting Department Chair
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education

PhD, accounting

University of Illinois at Urbana-Champaign, 2001-2006

MAcc, professional accountancy

Brigham Young University, 1998-1999

BS magna cum laude, accounting

Brigham Young University, 1992-1993, 1995-1999

professional experience

University of Massachusetts Amherst ("UMass")

- John F. Kennedy Endowed Professor, 2018-present
- Accounting Department Chair, 2017-present
- Professor, 2016-present
- John Spinney Faculty Fellow, 2015-2018
- Accounting PhD Program Director, 2014-2017
- Associate Professor, 2012-2016
- Assistant Professor, 2006-2012

University of Illinois at Urbana-Champaign

- Marvin and Nancy Dennis Doctoral Fellow, 2004-2006
- University Fellow, 2003-2005
- graduate assistant, 2001-2003

Deloitte Foundation

- Deloitte Doctoral Fellow, 2003-2005

Standard Life & Casualty Insurance Company

- occasional consulting activities, 2008-2014
- member, board of directors, 2001-2008
- accounting controller, 2000-2001

KPMG, LLP

- auditor, 1999-2000

research interests

judgment and decision making in auditing and financial reporting contexts

accounting experimental research methods and analysis

research publications

Piercey (forthcoming). ““Throw it in as a covariate”? Common problems using measured control variables in experimental accounting research,” *Auditing: A Journal of Practice & Theory*, in press

Pickerd & Piercey (2021). “The effects of high estimate uncertainty in auditor negligence litigation,” *Contemporary Accounting Research*, 38 (4): 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*, 40 (4): 53-77

Kang, Piercey & A. Trotman (2020). “Does an audit judgment rule increase or decrease auditors’ use of innovative audit procedures?” *Contemporary Accounting Research*, 37 (1): 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*, 32 (1): 149-158

Guggenmos, Piercey & Agoglia (2018). “Custom contrast testing: Current trends and a new approach,” *The Accounting Review*, 93 (5): 223-244

Perreault, Kida & Piercey (2017). “The relative effectiveness of simultaneous versus sequential negotiation strategies in auditor-client negotiations,” *Contemporary Accounting Research*, 34 (2): 1048-1070

Bowlin, Hobson & Piercey (2015). “The effects of auditor rotation, professional skepticism, and interactions with managers on audit quality,” *The Accounting Review*, 90 (4): 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*, 41: 39-54

Fanning, Agoglia & Piercey (2015). “Unintended consequences of lowering disclosure thresholds,” *The Accounting Review*, 90 (1): 301-320

Fanning & Piercey (2014). “Internal auditors’ use of interpersonal likability, arguments, and accounting information in a corporate governance setting,” *Accounting, Organizations and Society*, 39 (8): 575-589

Wainberg, Kida, Piercey & Smith (2013). “The impact of anecdotal data in regulatory audit firm inspection reports,” *Accounting, Organizations and Society*, 38 (8): 621-636

Piercey (2011). “Documentation requirements and quantified versus qualitative audit risk assessments,” *Auditing: A Journal of Practice & Theory*, 30 (4): 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*, 85 (5): 1763-1786

Piercey (2009). “Motivated reasoning and verbal vs. numerical probability assessment: Evidence from an accounting context,” *Organizational Behavior and Human Decision Processes*, 108 (2): 330-341

Peecher & Piercey (2008). “Judging audit quality in light of adverse outcomes: Evidence of outcome bias and reverse outcome bias,” *Contemporary Accounting Research*, 25 (1): 243-274

Jackson, Agoglia and Piercey (2022). “Do investors prefer women CEOs at firms targeted by activists?” *The Columbia Law School Blue Sky Blog*, April 20

Saiewitz & Piercey (2021). “Support for Biden’s \$1.9 trillion coronavirus relief package may not be as broad as it seems: It’s all a matter of perspective,” *The Conversation*, March 5. Republished by *MSN.com*, *Yahoo.com*, and other media outlets

Kang & Piercey (2020). “Would an audit judgment rule improve audit committee oversight and audit quality?” *Current Issues in Auditing*, 14 (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
working papers**

Buchanan & Piercey. “The impact of forecast rounding, forecast uncertainty, and managers’ language on investors’ judgments,” revising for a 3rd round of review at *Journal of Financial Reporting*

Jackson, Agoglia & Piercey. “Do investors prefer female CEOs in activist-targeted firms? The role of CEO gender, shareholder activism type, and earnings guidance disclosure”

Jackson, Piercey & 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,” revising for a 2nd round of review at *Auditing: A Journal of Practice & Theory*

**research workshop
presentations**

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, fall 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
- UMass (Department of Accounting, Department of Marketing, 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**

research in academic conferences:

- American Accounting Association (AAA) Annual Meeting (10 papers)
- *Contemporary Accounting Research* Conference

research awards and recognition

- AAA Accounting Behavior and Organizations Research Conference (9)
- AAA Audit Midyear Meeting (6)
- AAA Financial Accounting and Reporting Midyear Meeting
- AAA Midsouth Consortium
- Brigham Young University Accounting Research Symposium (10)
- Duke University Behavioral Decision Research in Management Conference
- Lehigh University Conference on Financial Reporting, Auditing, and Governance
- Nanyang Technological University NBS Accounting Conference
- International Symposium on Audit Research (3)
- New England Behavioral Accounting Research Series

best paper awards

- AAA Audit Midyear Meeting, 2010, for Luippold, Kida, Piercey & Smith (2015, AOS)
- *Auditing: A Journal of Practice & Theory*, 2014, for Piercey (2011, AJPT)
- International Symposium on Audit Research, 2008, for Peecher, Piercey, Rich and Tubbs (2010, TAR)

grants

- PwC Inquires research grant, 2011
- Center for Audit Quality Access to Audit Personnel research grant, 2016

outstanding emerging scholar awards

- AAA Accounting, Behavior & Research Conference, 2009, for Fanning & Piercey (2014, AOS)
- AAA Accounting, Behavior & Research Conference, 2010, for Fanning, Agoglia & Piercey (2015, TAR)

other research awards and recognition

- Victor L. Bernard Memorial Scholar Award, University of Illinois, 2003-2004
- AAA/Deloitte/J. Michael Cook doctoral consortium fellow, June 2005
- Best Doctoral Dissertation Award, AAA Accounting, Behavior and Organizations Section, 2007
- Isenberg School of Management Outstanding Researcher Award, 2010, 2015
- undergraduate commencement faculty marshal, UMass, 2013

- University of Massachusetts Amherst Exceptional Merit Award, 2014
- research featured in dozens of popular press articles spanning the US, UK, Brazil, and Denmark, including in the *Wall Street Journal*, *CFO Magazine*, and the *BBC*

editorial service

editor

- *Accounting, Organizations and Society*, 2018-present
- *Auditing: A Journal of Practice & Theory*, 2017-2018

editorial board member

- *Auditing: A Journal of Practice & Theory*, 2014-2023
- *Behavioral Research in Accounting*, 2014-2023

reviewing service

ad hoc reviews for journals

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|---|---|
| • <i>Abacus</i> | • <i>Contemporary Accounting Research</i> |
| • <i>Accounting Horizons</i> | • <i>European Accounting Review</i> |
| • <i>Accounting, Organizations and Society</i> | • <i>Journal of Accounting and Public Policy</i> |
| • <i>The Accounting Review</i> | • <i>Organizational Behavior and Human Decision Processes</i> |
| • <i>Advances in Accounting</i> | • <i>Perspectives on Psychological Science</i> |
| • <i>Auditing: A Journal of Practice & Theory</i> | |
| • <i>Behavioral Research in Accounting</i> | |

reviewing and discussant service for conferences

- AAA Annual Meetings
- AAA ABO Research Conferences
- AAA Audit Midyear Meetings
- AAA FARS Midyear Meetings
- University of Illinois Symposia on Audit Research
- other conferences and symposia

doctoral-level teaching

dissertation committee chair

- Conner Blake (co-chair with Elaine Wang, in progress)
- Scott C. Jackson (co-chair with Chris Agoglia, PhD '21)
- Kyle Stubbs (co-chair with Jeremy Bentley, PhD '20)
- Chez Sealy (co-chair with Chris Agoglia, PhD '18)
- Matt Starliper (co-chair with Yao Yu, PhD '18)
- Jess Buchanan (PhD '17)
- Jeff Pickerd (PhD '16)

dissertation committee member

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| • Cody Lu (in progress) | • Ryan Guggenmos (PhD '15) |
| • Mary Kate Dodgson (PhD '17) | • Aaron Saiewitz (PhD '14) |
| | • Steve Perreault (PhD '11) |

- Kawon Kim (hospitality management PhD '17)
- Stephen Kuselias (PhD '16)
- Kirsten Fanning (PhD '10)
- James Wainberg (PhD '10)
- Ben Luippold (PhD '09)

doctoral student directed research projects (SchMgmt 895E)

- Luke Barnhart (in progress)
- Scott C. Jackson (co-supervised with Elaine Wang, PhD '21)
- Chez Sealy (co-supervised with Chris Agoglia, PhD '18)
- Jess Buchanan (PhD '17)
- Jeff Pickerd (PhD '16)
- Aaron Saiewitz (PhD '14)
- Kirsten Fanning (PhD '10)

doctoral courses taught

- multivariate research methods (SchMgmt 805), team taught, 2017-present
- behavioral and experimental research methods (SchMgmt 895R), 2014-2017
- directed readings (SchMgmt 895X), 2015-2017

undergraduate teaching

undergraduate courses taught

- intermediate financial reporting II (Acctg 322), UMass, 2013-present
- auditing (Acctg 441), UMass, 2006-2012
- managerial accounting (Acctg 302), University of Illinois, 2003 and 2005

teaching awards and honors

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

selected internal leadership, governance, and service roles

departmental leadership, governance, and service

- accounting department chair, 2017-present
- accounting doctoral program director and committee chair, 2014-2017; committee member, 2006-present
- accounting faculty personnel committee, chair, 2012-2017; member, 2008-2017
- accounting curriculum committee, chair, 2012-2017

**selected
other service to
the profession and
academy**

- faculty search committees, chair, 2011-2014, 2016-2017; member, 2007-2019

business school service

- pre-tenure workshop panelist, 2020, 2022
- sustaining faculty excellence panelist, 2021
- school faculty personnel committee, 2015-2017
- Outstanding Researcher Award selection committee, 2012-2017 (recused in 2015)
- school curriculum committee, 2012-2013
- Dean's task forces on career development, 2011-2012; research impact, 2013; Mount Ida, 2019-2020

- external reviewer for tenure and promotion cases to associate professor, 2013-present, and for promotions to full professor, 2019-present
- advisory board member, Public Accounting Report accounting program ranking, 2019-2020
- AAA Outstanding Audit Educator Award committee, 2019
- AAA/J. Michael and Mary Anne Cook/Deloitte Foundation Prize committee ("the Cook Prize," international award for excellence in teaching), 2017-2018
- AAA ABO Lifetime Contribution to Behavioral Accounting Research Award committee, 2014- 2017
- AAA Accounting Behavior and Organizations Research Conference awards committee, 2015-2016
- AAA ABO Best Dissertation Award committee, 2014-2016
- AAA Auditing Section Membership and Regional Coordinators Committee, 2013-2014
- panelist, AAA Auditing Doctoral Consortium, 2013, 2008

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 quarter 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 for over a decade. 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.