

WILLIAM B. TAYLER

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Vita updated: November 2011

ACADEMIC BACKGROUND

2007 Ph.D., Management, Johnson Graduate School of Management, Cornell University
2006 M.S., Management, Johnson Graduate School of Management, Cornell University
2002 M.A., Professional Accounting, Marriott School of Management, Brigham Young University
2002 B.S., Accounting, with honors and *magna cum laude*, Marriott School of Management, Brigham Young University

EMPLOYMENT BACKGROUND

2007-2005 Assistant Professor of Accounting, Goizueta Business School, Emory University
2005 Accounting Instructor, Financial Accounting, Johnson Graduate School of Management, Cornell University
2002-2007 Research Assistant, Johnson Graduate School of Management, Cornell University
2001-2002 Research Assistant, Marriott School of Management, Brigham Young University
2001 Accounting Instructor, Financial/Managerial Accounting, Marriott School of Management, Brigham Young University
2000-2002 Assistant to the Controller, Brigham Young University General Education and Honors Department
2000 President, P.C. Rescuers, LLC
1999-2000 Brigham Young University IT Services Accounting

RESEARCH

Publications

Choi, J., G. Hecht, and W. B. Tayler. 2011. Lost in translation: The effects of incentive compensation on strategy surrogation. Forthcoming at *The Accounting Review*.

- Best Paper Award, presented by the Management Accounting Section of the American Accounting Association, 2010.

Tayler, W. B., and R. J. Bloomfield. 2011. Norms, conformity, and controls. *Journal of Accounting Research* 49(3): 753-790.

- Best Paper Award, presented by the Management Accounting Section of the American Accounting Association, 2011.

Tayler, W. B. 2010. The balanced scorecard as a strategy evaluation tool: The effects of responsibility and causal-chain focus. *The Accounting Review* 85(3):1095-1117.

- Outstanding Doctoral Dissertation Award, presented by the Management Accounting Section of the American Accounting Association and the Institute of Managerial Accountants, 2008.
- Institute of Management Accounting Doctoral Student Grant Program funding, 2006.

Bhojraj, S., R. J. Bloomfield, and W. B. Tayler. 2009. Margin Trading, Overpricing, and Synchronization Risk. *Review of Financial Studies* 22 (5):2059-2085.

Bloomfield, R. J., W. B. Tayler, and F. Zhou. 2009. Momentum, reversal, and uninformed traders in laboratory markets. *Journal of Finance* 64 (6):2535-2558.

Nelson, M. W., and W. B. Tayler. 2007. Information Pursuit in Financial Statement Analysis: Effects of Choice, Effort, and Reconciliation. *Accounting Review* 82 (3):731-758.

Working Papers

Choi, J., G. Hecht, and W. B. Tayler. 2011. Strategy selection, surrogation, and strategic performance measurement systems. Second round at *Journal of Accounting Research*.

- Outstanding Emerging Scholar Manuscript Award, presented by the Accounting, Behavior and Organizations Section of the American Accounting Association, 2011.

Christ, M. H., S. A. Emmett, W. B. Tayler, and D. A. Wood. 2011. To compensate or control: That is the question.

Kadous, K., W. B. Tayler, J. Thayer, and D. Young. 2011. Individual characteristics and the disposition effect: The opposing effects of confidence and self-regard.

Tayler, W. B., S. D. Smith, and D. F. Prawitt. 2011. Information pursuit and litigation risk: Effects on auditors' judgments and confidence.

Works in Progress

Emmett, S. A., R. N. Guymon, W. B. Tayler, and D. Young. Defining deviancy down: The development of social norms under imperfect controls.

Choi, J., G. Hecht, and W. B. Tayler. Strategic performance measurement systems and the predictive validity framework.

Hecht, G., W. B. Tayler, and K. L. Towry. Discretion in the design and use of strategy, measures, and contracts.

Hecht, G., A. Schulz, and W. B. Tayler. Do you see what I see? Incentive compensation and the use of graphical representations of strategic performance measurement systems.

Tayler, W. B. Motivated reasoning in the use of strategic performance measurement systems.

RESEARCH PRESENTATIONS

Management Accounting Section Meeting: 2012-scheduled (Houston)

Auditing Section Meeting: 2012-scheduled (Savannah)

Iowa State University: 2011-scheduled

University of South Carolina: 2011

Georgia Institute of Technology: 2011

Accounting, Behavior, and Organizations Section Midyear Meeting: 2011 (Kansas City)

Monash University: 2011

University of Melbourne: 2011

Global Management Accounting Research Symposium: 2011 (Sydney)

European Accounting Association Annual Meeting: 2010 (Istanbul), 2011 (Rome)

Emory University Experiment-Based-Research Brownbag: 2007, 2008, 2009, 2010, 2011
Purdue University: 2011
Management Accounting Section Meeting: 2011 (Atlanta)
Tilburg University: 2011
Accounting Research Symposium, Brigham Young University: 2004, 2005, 2006, 2007, 2008, 2010
The University of Amsterdam: 2010
The University of Waterloo: 2009
The University of Texas at Austin: 2009
The University of Notre Dame: 2007, 2009
Pennsylvania State University: 2008
Michigan State University: 2008
Accounting and Ethics Conference, University of Oklahoma: 2008
American Accounting Association Annual Meeting: 2007 (Chicago)
Washington University in St. Louis: 2007
The University of Iowa: 2007
The University of Southern California: 2007
The University of Washington: 2007
Emory University: 2007
The University of Illinois at Urbana-Champaign: 2007
The University of Utah: 2007
Indiana University: 2007
The University of Pittsburgh: 2007
Cornell University: 2004, 2005, 2006, 2007

CO-AUTHOR RESEARCH PRESENTATIONS

Information Systems Section Meeting: 2012-scheduled (Scottsdale)
The University of Mississippi: 2011
Accounting, Behavior, and Organizations Section Midyear Meeting: 2010 (Denver), 2011 (Kansas City)
The University of Mississippi: 2011
Illinois State University: 2011
Southern Illinois University Carbondale: 2011
University of Wisconsin – Madison: 2011
Accounting Research Symposium, Brigham Young University: 2009, 2010
Management Accounting Section Meeting: 2010 (Seattle)
American Accounting Association Annual Meeting: 2009 (New York)
Northeastern University: 2009
Nicholas Dopuch Accounting Conference: 2007
Stanford University: 2007
Charles River Associates, International: 2006
Cornell University: 2005, 2006
Harvard Business School: 2005, 2006
Indiana University: 2006
Pennsylvania State University: 2006
Massachusetts Institute of Technology: 2006
University of Tennessee: 2006

Michigan State University: 2005

RESEARCH AWARDS and GRANTS

Outstanding Emerging Scholar Manuscript Award, presented by the Accounting, Behavior and Organizations Section of the American Accounting Association for “Strategy selection, surrogation, and strategic performance measurement systems,” 2011

Best Paper Award, presented by the Management Accounting Section of the American Accounting Association for “Norms, Conformity, and Controls,” 2011

Alumni Award for Excellence in Research, presented by the Goizueta Business School, 2010

Best Paper Award, presented by the Management Accounting Section of the American Accounting Association for “Lost in Translation: The effects of incentive compensation on strategy surrogation,” 2010

Dean’s Research Grant Award, presented by the Goizueta Business School, 2007, 2008, 2009, 2010

Outstanding Doctoral Dissertation Award, presented by the Management Accounting Section of the American Accounting Association and the Institute of Managerial Accountants for “The Balanced Scorecard as a Strategy Evaluation Tool: The Effects of Responsibility and Causal-Chain Focus,” 2008

Institute of Management Accounting Doctoral Student Grant Program funding for “The Balanced Scorecard as a Strategy Evaluation Tool: The Effects of Responsibility and Causal-Chain Focus,” 2006

TEACHING AWARDS and EVALUATIONS

Crystal Apple Award: The William H. Fox Award for Emerging Excellence, presented by Emory University, 2011

Management Accounting at Emory University, 4.9/5.0, Fall 2010

Management Accounting at Emory University, 4.8/5.0, Spring 2010

Management Accounting at Emory University, 4.5/5.0, 2009

Management Accounting at Emory University, 4.5/5.0, 2008

Financial Accounting at Cornell University, 4.6/5.0, 2006

Teaching Honor Roll Recognition for Excellence in Teaching, Johnson Graduate School of Management, Cornell University, 2006

EDUCATIONAL AWARDS and HONORS

American Accounting Association Doctoral Consortium Fellow, 2005

Graduated with Honors from Marriott School of Management, Brigham Young University, Thesis: “Linking Strategy to Budget: Factors Affecting the Success of Performance-Based Budgeting at Brigham Young University,” 2002

Graduated Magna cum Laude, Marriott School of Management, Brigham Young University, 2002

Glenn E. and Geraldine Hill Scholar, Marriott School of Management, Brigham Young University, 2002

Lewis M. Jones Scholar, Marriott School of Management, Brigham Young University, 2001-2002

Phi Kappa Phi Honor Society, 2001-2002

Robert K. Thomas Scholar, Honors Program at Brigham Young University, 2001

School of Accountancy and Information Systems Scholar, Marriott School of Management,
Brigham Young University, 2001
Trustees Scholar, Brigham Young University, 1995-2001
Eagle Scout, 1995

PROFESSIONAL SERVICE

Boards and Committees

President's Strategy Advisory Board, AAA Management Accounting Section: 2011-2013
Best Paper Award Selection Committee, Management Accounting Section Meeting: 2012
Best Paper Award Selection Committee, Management Accounting Section, American
Accounting Association Annual Meeting: 2011

Discussant

Management Accounting Section Midyear Meeting: 2009 (St. Petersburg), 2012-scheduled
(Houston)
American Accounting Association Annual Meeting: 2008 (Anaheim), 2010 (San Francisco),
2011 (Denver)
Global Management Accounting Research Symposium: 2010 (Lansing)

Faculty Resident

Management Accounting Section Doctoral Colloquium: 2012-scheduled (Houston)

Panelist

"Innovation in Accounting Education," American Accounting Association Annual Meeting:
2007 (Chicago)

Plenary Session Speaker

"New Faculty Challenges," Management Accounting Section Doctoral Colloquium: 2009 (St.
Petersburg)

Reviewer

Accounting, Organizations and Society, ad hoc reviewer
The Accounting Review, ad hoc reviewer
Advances in Accounting Behavioral Research, ad hoc reviewer
Behavioral Research in Accounting, ad hoc reviewer
Contemporary Accounting Research, ad hoc reviewer
Journal of Accounting Research, ad hoc reviewer
Journal of Management Accounting Research, ad hoc reviewer
Accounting, Behavior, and Organizations Section Midyear Meeting: 2010 (Denver)
American Accounting Association Annual Meeting: 2010 (San Francisco), 2011 (Denver)
Journal of Management Accounting Research Conference: 2011 (Atlanta)
Management Accounting Section Midyear Meeting: 2009 (St. Petersburg), 2010 (Seattle), 2012
(Houston)

UNIVERSITY SERVICE

Behavioral Lab Faculty Director: 2011

Association of Latino Professionals in Finance and Accounting, Faculty Advisor: 2011
Accounting Careers Awareness Program, Presenter: 2011
Senior Director of Information Services for Goizueta, Faculty Panel of Interviewers: 2011
Goizueta Scholars, Interviewer: 2011
Research Committee: 2008-2011
Commencement Marshal: 2009, 2010
New Faculty Orientation: 2010
Accounting Ph.D. Internal Program Review Committee: 2008-2009

PROFESSIONAL AFFILIATIONS

Accounting, Behavior, and Organizations Section, American Accounting Association
American Accounting Association
Atlanta Management Society
European Accounting Association
Institute of Management Accountants
Management Accounting Section, American Accounting Association