

Bill Tayler, Ph.D., CMA

CURRICULUM VITAE

CONTACT INFORMATION

Marriott School of Business
Brigham Young University
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Updated: January 2025

ACADEMIC EMPLOYMENT INFORMATION

2022-present Academic Director, Healthcare Leadership, Marriott School of Business, Brigham Young University
2019-present Associate Director, School of Accountancy, Marriott School of Business, Brigham Young University
2018-present Robert J. Smith Professor, Marriott School of Business, Brigham Young University
2017-2018 Glen D. Ardis Professor, Marriott School of Business, Brigham Young University
2017 Professor, Marriott School of Business, Brigham Young University
2016-2022 Director, Healthcare Leadership Collaborative, Marriott School of Business, Brigham Young University
2013-2017 Warnick Deloitte Touche Fellow, Marriott School of Business, Brigham Young University
2012-2017 Associate Professor of Accounting, Marriott School of Business, Brigham Young University
2007-2012 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

ACADEMIC BACKGROUND

2007 Ph.D., Management, Johnson Graduate School of Management, Cornell University
2007 Institute of Religion Graduate, The Church of Jesus Christ of Latter-day Saints
2006 M.S., Management, Johnson Graduate School of Management, Cornell University
2002 M.Acc., 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

PUBLICATIONS

Published and Forthcoming

- 1) Garrett, J., S. D. Smith, W. B. Tayler, and K. Helquist. 2025. Price Transparency and Patient Engagement: Social Messaging Matters. *American Journal of Managed Care*, forthcoming.
- 2) Larson, M., J. R. Stark, W. B. Tayler. 2024. [The Impact of Second-chance Exams on Student Learning, Preparation, Satisfaction, and Success](#). *Issues in Accounting Education*, forthcoming.
- 3) Black, P, B. Kirwan, T. Meservy, W. B. Tayler, J. O. Williams. [An fMRI Investigation of the Neurocognitive Processing of Strategies and Measures](#), *Management Science*, forthcoming.
 - Funded by the IMA Research Foundation.
 - Media Coverage: [Roland Berger](#)
- 4) Harris, M.A., W. B. Tayler. 2023. “Don’t Let Metrics Undermine Your Business,” [HBR Guide to Executing Your Strategy](#), Boston, MA, Harvard Business Review Press.
- 5) Harris, M.A., W. B. Tayler. 2023. “Don’t Let Metrics Undermine Your Business,” [HBR’s 10 Must Reads on Performance Management](#), Boston, MA, Harvard Business Review Press.
- 6) Tayler, W. B., D. R. Liljenquist, and P. J. Bassett. [Commentary: Rebates and coupons actually make drug costs higher](#), in *Salt Lake Tribune*, February 20, 2023.
- 7) Asay, S., J. Garrett, and W. B. Tayler. 2022. [Fairness and Luck: Contract Away or Come What May?](#). *Journal of Management Accounting Research*, forthcoming.
- 8) Tayler, W. B., J. D. LeCheminant, J. Price, and C. Tadge. 2022. The Effect of Wearable Activity Monitor Presence on Step Counts. *American Journal of Health Behavior*, 46(4).
 - Funded in part by ORCA grant awarded to research assistant Andrew Peterson, 2016, and by the BYU Healthcare Industry Research Collaborative.
 - Media Coverage: [53 online outlets](#), [KSL Radio](#), [Fox 13 News](#), [US News and World Report](#)
- 9) Black, P, T. Meservy, W. B. Tayler, J. O. Williams. 2022. [Surrogation Fundamentals: Measurement and Cognition](#). *Journal of Management Accounting Research*, 34(1): 9-29.
- 10) Olson, A., J. Barrick, W. B. Tayler, S. Rajgopal, G. Bai. 2020. [Lobbying Expenditures of the Health Sector during the COVID-19 Pandemic](#). *Journal of General Internal Medicine*, 35(10): 3133-3136.
 - Funded by the BYU Healthcare Industry Research Collaborative, 2020.
 - Media Coverage: [12 online outlets](#), [Daily Herald](#)
- 11) Garrett, J., W. B. Tayler, G. Bai, M. Socal, G. Anderson. 2020. [Naming Convention, Interchangeability, and Patient Interest in Biosimilars](#). *Diabetes Spectrum*, 33 (3): 273-279.
 - Funded by the BYU Healthcare Industry Research Collaborative, 2020.

- 12) Harris, M.A., W. B. Tayler. 2019. [Don't Let Metrics Undermine Your Business](#). *Harvard Business Review*, 97(5) (cover story).
 - Media Coverage: [Business Insider](#)
- 13) Emmett, S. A., R. N. Guymon, W. B. Tayler, and D. Young. 2019. [Controls and the Asymmetric Stickiness of Norms](#). *Accounting Horizons*, forthcoming.
 - Excellence in Ethics Best Paper Award, presented by the Excellence in Ethics Research Conference at the University of Notre Dame, 2013.
- 14) Seidel, T. and W. B. Tayler. 2019. [International Audit Considerations at Carrefour S.A.](#) *The Journal of Business Cases and Applications*, forthcoming.
- 15) Garrett, J., W. B. Tayler, G. Bai, M. Socal, A. Trujillo, G. Anderson. 2019. [Consumer Responses to Price Disclosure in Direct-to-Consumer Pharmaceutical Advertising](#). *Journal of the American Medical Association—Internal Medicine*.
 - Funded by the BYU Healthcare Industry Research Collaborative, 2018.
 - Media Coverage: [24 online outlets](#), [The Wall Street Journal](#), [Forbes](#), [Bloomberg](#), [US News and World Report](#), [CNN](#), [PBS News Hour](#), [BYU News](#), [ABC4 News](#)
 - Policy impact: [Medicare and Medicaid Programs; Regulation to Require Drug Pricing Transparency](#) (2019)
- 16) Garrett, J., J. Livingston, and W. B. Tayler. 2019. [Controls and Cooperation in Interactive and Non-Interactive Settings](#). *Contemporary Accounting Research* 36(4):2494-2515.
 - Accepted to the Contemporary Accounting Research Conference, 2016.
- 17) Tayler, W. B. 2019. *Ministering Brothers and Sisters: Being the Message*. *Ensign*, forthcoming.
- 18) Smith, S. D., M. Swain, W. B. Tayler. 2017. [Williams & Jacobs, LLC: A Deposition on Business](#). *IMA Educational Case Journal* 10(2) Article 2.
- 19) Smith, S. D., M. Swain, W. B. Tayler. 2017. [Starting from Scratch](#). *Strategic Finance* 99(8):57-61.
- 20) Harris, M. A., S. D. Smith, M. Swain, W. B. Tayler. 2016. [Pounds of Trouble: Analyzing Exchange Rate Variances](#). *IMA Educational Case Journal* 9(4) Article 3.
 - Institute of Management Accountants Educational Case Journal Case Writing Competition Silver Award, 2016.
 - Funded by the BYU Ernst and Young Global Mindset Grant, 2015.
- 21) Smith, S. D., W. B. Tayler, and D. F. Prawitt. 2016. [The effect of information choice on auditors' judgments and confidence](#). *Accounting Horizons* 30(3):393-408.
- 22) Smith, S. D., M. Swain, W. B. Tayler. 2016. [Profits on Trial at Darby & Larkin, LLC](#). *Strategic Finance* 98(8):70-77.
 - Selected for the IMA Student Case Competition, 2017.

- 23) Christ, M. H., S. A. Emmett, W. B. Tayler, and D. A. Wood. 2016. [Compensation or Feedback: Motivating Performance in Multidimensional Tasks](#). *Accounting, Organizations and Society* 50:27-40.
- Outstanding Emerging Scholar Award, presented by the Accounting, Behavior and Organizations Section of the American Accounting Association, 2013.
- 24) Tayler, W. B. 2015. [Self Reliance: Debunking Budgeting Myths](#). www.ChurchofJesusChrist.org.
- 25) Kadous, K., W. B. Tayler, J. Thayer, and D. Young. 2014. [Individual characteristics and the disposition effect: The opposing effects of confidence and self-regard](#). *Journal of Behavioral Finance* 15(3):235-250.
- 26) Emmett, S. A. and W. B. Tayler. 2013. [Is Your Strategy Evaluation Biased? The balanced scorecard may be the cause—and the cure](#). *Strategic Finance* 95(11):27-34 (cover story).
- 27) Choi, J., G. Hecht, and W. B. Tayler. 2013. [Strategy selection, surrogation, and strategic performance measurement systems](#). *Journal of Accounting Research* 51(1):105-133.
- Outstanding Emerging Scholar Award, presented by the Accounting, Behavior and Organizations Section of the American Accounting Association, 2011.
- 28) Choi, J., G. Hecht, and W. B. Tayler. 2012. [Lost in translation: The effects of incentive compensation on strategy surrogation](#). *The Accounting Review* 87(4):1135-1164.
- Best Paper Award, presented by the Management Accounting Section of the American Accounting Association, 2010.
 - Impact on Management Accounting Practice Award, presented by the American Institute of CPAs, the Chartered Institute of Management Accountants, and the Management Accounting Section of the American Accounting Association, 2014.
 - *Wikipedia*: [Surrogation](#).
 - Media Coverage: [The Morning Show](#), [BYU News](#), [Journal of Accountancy](#)
- 29) 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.
 - Finalist of the Glen McLaughlin Prize for Research in Accounting Ethics, 2008.
- 30) 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.
- IMA Emerging Scholar Manuscript Award, presented by the Institute of Management Accountants, 2012.
 - 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.

- 31) Bhojraj, S., R. J. Bloomfield, and W. B. Tayler. 2009. [Margin Trading, Overpricing, and Synchronization Risk](#). *Review of Financial Studies* 22 (5):2059-2085.
- Media Coverage: [BYU News](#), [The Daily Universe](#), [Fox 13 News](#), [The Daily Herald](#), [KUTV News](#), [KSL News](#), [Standard Examiner](#)
- 32) 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.
- 33) Nelson, M. W., and W. B. Tayler. 2007. [Information Pursuit in Financial Statement Analysis: Effects of Choice, Effort, and Reconciliation](#). *The Accounting Review* 82 (3):731-758.

Working Papers

- 34) Gunnell, H. T., G. Hecht, W. B. Tayler, and K. L. Towry. 2025. [Sooner or Later: The Effects of Timing on Managers' Discretionary Weighting of Multiple Performance Measures](#).
- 35) Tayler, W. B., P. J. Bassett, and D. R. Liljenquist. 2025. Misaligned Incentives: Rebates, Coupons, and Pharmaceutical Spending.
- 36) Thomas, T. F., T. A. Thornock, S. D. Smith, and W. B. Tayler. 2025. The Impact of Input Information in the Performance Report on Employee Performance.

Works in Progress

- 37) Smith, S. D., M. Swain, W. B. Tayler. Performance Measure Noise and Incentives Effects on Effort and Performance.
- 38) Tayler, W. B., J. Bentley, P. T. Black, J. O. Williams, and C. Blake. On Surrogation and Operating Distortion.
- 39) Moxley, V., C. Moxley, L. Novilla, W. B. Tayler. Patient-centered Alternatives to Missed Appointment Fees for Mental Health Care.
- 40) Bassett, P., N. Meatoga, D. Moore, M. H. Stricklin, and W. B. Tayler. Economic Impact of Advanced Care Planning.
- 41) Smith, S. D., M. Swain, W. B. Tayler. Reconciling Variance Analyses...Finally.
- 42) Hecht, G. and W. B. Tayler. Strategic performance measurement systems and the predictive validity framework.
- 43) Baird, R., D. Hilton, L. Pettit, T. Seamons, S. Steffensen, W. B. Tayler, and B. Willoughby. A Pharmaceutical Solution to Pornography Addiction.
- 44) Fowler, S., Hamilton, C. and W. B. Tayler. Healthcare Industry Research in Accounting.

Textbooks and Monographs

- 45) Prawitt, D. F., and W. B. Tayler. 2023. *Critical Thinking in Accounting*. 1e.
 - 46) Warren, C. S., J. Jones, and W. B. Tayler. 2023. *Accounting*. 29e, 16e. OH: South-Western, Cengage Learning.
 - 47) Warren, C. S., J. Jones, and W. B. Tayler. 2023. *Financial Accounting*. 17e, 16e. OH: South-Western, Cengage Learning.
 - 48) Warren, C. S. and W. B. Tayler. 2019, 2022. *Managerial Accounting*. 15e, 16e. OH: South-Western, Cengage Learning.
 - 49) Warren, C. S., J. Jones, and W. B. Tayler. 2019, 2022. *Financial and Managerial Accounting*. 15e, 16e. OH: South-Western, Cengage Learning.
 - 50) Glover, S. M., D. D. F. Prawitt, and W. B. Tayler. 2018. [Professional Judgment at BDO. Conceptual guide monograph for BDO professionals.](#)
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RESEARCH PRESENTATIONS

University/Conference Presentations

- University of South Carolina: 2024
- Utah State University: 2024
- Global Management Accounting Research Symposium: 2011 (Sydney), 2013 (Lansing), 2023 (Sydney)
- European Accounting Association Annual Congress: 2010 (Istanbul), 2011 (Rome), 2014 (Tallinn), 2015 (Glasgow), 2017 (Valencia), 2018 (Milan), 2022 (Bergen)
- Wilfrid Laurier University: 2022 (Virtual)
- Management Accounting Section Meeting: 2011 (Atlanta), 2012 (Houston), 2021 (Virtual)
- Queens University: 2018
- University College Cork: 2018
- Maastricht University: 2018
- Erasmus University Rotterdam: 2018
- Christ University, India: 2018
- University of Bern: 2017
- Brigham Young University Experiment Brown Bag Series: 2014, 2015, 2016
- Charles University in Prague: 2015
- Southern Utah University: 2015
- New Directions in Management Accounting Research Conference: 2014 (Brussels)
- Università degli studi di Padova: 2014
- American Accounting Association Annual Meeting: 2013 (Anaheim), 2014 (Atlanta)
- Institute of Management Accountants Annual Conference and Exposition: 2014 (Minneapolis)
- Ecole hôtelière de Lausanne: 2014
- University of Munich: 2014
- Western Region Meeting of the American Accounting Association: 2014 (Salt Lake City)
- Faculty Ethics Day, Brigham Young University: 2013
- University of Alberta: 2012

Accounting Research Symposium, Brigham Young University: 2004, 2005, 2006, 2007, 2008, 2010, 2012
 Emory University Experiment-Based-Research Brown Bag: 2007, 2008, 2010, 2012
 Nanyang Technological University: 2012
 Auditing Section Meeting: 2012 (Savannah)
 Iowa State University: 2011
 Brigham Young University: 2011
 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
 Purdue University: 2011
 Tilburg University: 2011
 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
 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

Presentations by Co-authors

Chapman University: 2023
 Accounting, Behavior, and Organizations Section Midyear Meeting: 2010 (Denver), 2011 (Kansas City), 2012 (Atlanta), 2013 (San Diego), 2014 (Philadelphia), 2022 (Phoenix)
 Management Accounting Section Meeting: 2010 (Seattle), 2013 (New Orleans), 2014 (Orlando), 2017 (San Juan), 2019 (Fort Lauderdale)
 American Accounting Association Annual Meeting: 2009 (New York), 2012 (Washington D.C.), 2017 (San Diego), 2018 (National Harbor, MD)
 Indiana University: 2006, 2017
 The University of Washington: 2017
 Accounting Research Symposium, Brigham Young University: 2008, 2009, 2010, 2014, 2016, 2017, 2019
 The University of Texas at Austin: 2012, 2017
 Georgia Institute of Technology: 2011, 2017
 Midwest Summer Research Conference: 2017 (Madison)

The University of Iowa: 2017
Brigham Young University Experiment Brown Bag Series: 2014, 2015, 2016
Contemporary Accounting Research Conference: 2015 (Vancouver)
CPA Canada National Conference: 2014 (Toronto)
University of Alberta Accounting Research Conference: 2014 (Alberta)
Monash University: 2014
Florida International University: 2014
Maastricht University: 2014
Michigan State University: 2014
Cornell University: 2005, 2006, 2013
Global Management Accounting Research Symposium: 2013 (Lansing)
Excellence in Ethics Research Conference, University of Notre Dame: 2013 (South Bend)
Wake Forest University: 2013
Erasmus University: 2012, 2013
The University of Illinois at Urbana-Champaign: 2012
Accounting, Behavior, and Organizations Section Midyear Meeting: 2010 (Denver), 2011
(Kansas City), 2012 (Atlanta)
Information Systems Section Meeting: 2012 (Scottsdale)
Emory University Experiment-Based-Research Brownbag: 2009, 2010, 2011
Bentley University: 2011
The University of Mississippi: 2011
Illinois State University: 2011
Southern Illinois University Carbondale: 2011
University of Wisconsin – Madison: 2011
Northeastern University: 2009
Nicholas Dopuch Accounting Conference: 2007
Stanford University: 2007
Charles River Associates, International: 2006
Harvard Business School: 2005, 2006
Pennsylvania State University: 2006
Massachusetts Institute of Technology: 2006
University of Tennessee: 2006
Michigan State University: 2005

RESEARCH AWARDS AND GRANTS

IMA Academic Research Grant for “Surrogation: The Roles of Measurement and Cognitive Effort,” 2018.
ORCA Grant awarded to research assistant Andrew Peterson for his work on our coauthored project, “What Gets Measured Gets Done: Pedometers and Personal Fitness,” 2016.
Scholarly Excellence Award, presented by the Marriott School of Management, 2015.
Impact on Management Accounting Practice Award, presented by the American Institute of CPAs, the Chartered Institute of Management Accountants, and the Management Accounting Section of the American Accounting Association, for “Lost in Translation: The effects of incentive compensation on strategy surrogation,” 2014
Excellence in Ethics Best Paper Award, presented by the Excellence in Ethics Research Conference at the University of Notre Dame, for “Defining deviancy down: The development of social norms under imperfect controls,” 2013

Outstanding Emerging Scholar Award, presented by the Accounting, Behavior and Organizations Section of the American Accounting Association for “Using internal controls and incentive compensation to motivate employees in a multidimensional task,” 2012

IMA Emerging Scholar Manuscript Award, presented by the Institute of Management Accountants for “The Balanced Scorecard as a Strategy-Evaluation Tool: The Effects of Implementation Involvement and a Causal-Chain Focus,” 2012

Outstanding Emerging Scholar 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

Finalist of the Glen McLaughlin Prize for Research in Accounting Ethics for “Norms, Conformity, and Controls,” 2008

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

TEACHING AWARDS AND GRANTS

MBA Multiplier, Marriott School of Business, 2017-2018

Institute of Management Accountants Educational Case Journal Case Writing Competition Silver Award, 2016

Brigham Young University Faculty Center Course Development Grant, 2013

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

Teaching Honor Roll Recognition for Excellence in Teaching, Johnson Graduate School of Management, Cornell University, 2005

EDUCATIONAL AWARDS AND HONORS

Institute of Certified Management Accountants: CMA Exam Distinguished Performance, 2014

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

MENTORED LEARNING

Research Supervisor of Maclean Lunt, 2024-present
Research Supervisor of Blake Moser, 2024-present
Research Supervisor of James Gerstner, 2024-present
Research Supervisor of Keaton Helquist, 2023-2024
Research Supervisor of Kylie Coleman, 2022-2024
Research Supervisor of Jared Ashby, 2022-2022
Research Supervisor of Pierce Bassett, 2021-2022
Research Supervisor of Spencer Vogninec, 2021-2022
Honors Thesis Advisor for Autumn Clark, Brigham Young University, 2021-2022
Research Supervisor of Emily Vela-Nelson, 2020-2021
Research Supervisor of Corrine Richter, 2019-2021
Research Supervisor of Joshua Andreason, 2019-2020
Research Supervisor of Brandon Sonnefeld, 2019-2020
Dissertation Committee Member for Paul Black, University of South Carolina, 2018-2020
Research Supervisor of Christian Tadge, 2018-2020
Research Supervisor of Logan Pettit, 2018-2020
Research Supervisor of Emily Hakes, 2019
Research Supervisor of Jared Moon, 2019
Research Supervisor of Matt Widmer, 2018-2019
Research Supervisor of Blake Rowley, 2017-2019
Directed Individual Study for Dandan Zhao, 2017-2018
Directed Individual Study for Greg McDavitt, 2017-2018
Directed Individual Study for Jeff Knudsen, 2017-2018
Research Supervisor of Michael Harris, 2016-2018
Research Supervisor of Madelyn Dial, 2017-2018
Research Supervisor of Kyle Sopp, 2016-2018
Research Supervisor of Joseph Pearson, 2016-2018
Research Supervisor of Andrew Peterson, 2015-2016
Research Supervisor of Angel Bird, 2016
Research Supervisor of RJ Mattei, 2014-2016
Honors Thesis Advisor for Nathan Larson, Brigham Young University, 2014-2016
Research Supervisor of Truman Rowley, 2014-2015
Dissertation Committee Member for Jace Garrett, Bentley University, 2014-2015
Research Supervisor of Jeffrey Williams, 2014-2015
Research Supervisor of Steven Mitsuda, 2013-2015
Research Supervisor of Paul Black, 2013-2015
Research Supervisor of Matt Prawitt, 2013-2014
Research Supervisor of Greg Richins, 2012-2013

PROFESSIONAL SERVICE

Committees

Impact on Management Accounting Practice Award Committee Chair, AICPA and Management Accounting Section of the American Accounting Association: 2024-2025
Best Paper Award Selection Committee Chair, Management Accounting Section, American Accounting Association Annual Meeting: 2018
Early Career Research Award Selection Committee, Management Accounting Section, American Accounting Association Annual Meeting: 2017
Best Paper Award Selection Committee, Management Accounting Section, American Accounting Association Annual Meeting: 2011, 2012, 2016
Best Paper Award Selection Committee, Management Accounting Section, American Accounting Association Annual Meeting: 2014
Management Accounting Section Publications Committee: 2013-2014
President's Strategy Advisory Board, Management Accounting Section: 2011-2013

Discussant

Global Management Accounting Research Symposium: 2010 (Lansing), 2015 (Copenhagen), 2016 (Lansing), 2023 (Sydney)
Management Accounting Section Midyear Meeting: 2009 (St. Petersburg), 2012 (Houston), 2015 (Newport Beach)
New Directions in Management Accounting Research Conference: 2014 (Brussels)
Western Region Meeting of the American Accounting Association: 2014 (Salt Lake City)
American Accounting Association Annual Meeting: 2008 (Anaheim), 2010 (San Francisco), 2011 (Denver), 2013 (Anaheim)

Director

Institute of Management Accountants, Research Foundation Associate Director of Academic Affairs: 2018-2020
Institute of Management Accountants, Research Foundation Director: 2014-2018
Management Accounting Section Midyear Meeting Co-Director: 2015-2017

Editor

Journal of Management Accounting Research (ad hoc editor): 2018
Behavioral Research in Accounting (editor): 2020-2024

Editorial Board

Management Accounting Research: 2015-present
Accounting, Organizations and Society: 2013-2024
The Accounting Review: 2013-2022

Faculty Resident

Accounting, Behaviors, and Organizations Section Doctoral Colloquium: 2015 (Nashville)
Management Accounting Section Doctoral Colloquium: 2012 (Houston)

Judge

Accounting and Finance Track: International Conference on Sustaining a Competitive Edge on the Changing Global Scenario – Challenges, Practices and Innovations: 2018 (Bangalore, India)

Moderator

Brigham Young University Accounting Research Symposium: 2014, 2015, 2018
European Accounting Association Annual Congress: 2015 (Glasgow)
Management Accounting Section Midyear Meeting: 2012 (Houston)

Panelist

“The Future of Accounting in the Era of Artificial Intelligence,” International Conference on Sustaining a Competitive Edge on the Changing Global Scenario – Challenges, Practices and Innovations: 2018 (Bangalore, India)
“IMA Research Foundation Grants,” Management Accounting Section Midyear Meeting: 2016 (Dallas)
“Mundane Realism Panel,” American Accounting Association Annual Meeting: 2014 (Atlanta)
“IMA Academic Endorsement Program—Join the Club!” IMA Campus Advocate Webinar Series: 2013
“Providing and Responding to Reviews and Research Paper Discussions,” Management Accounting Section Doctoral Colloquium: 2012 (Houston)
“Innovation in Accounting Education,” American Accounting Association Annual Meeting: 2007 (Chicago)

Speaker

“Christlike Leadership in Healthcare,” BYU Healthcare Leadership Lecture Series, 2024, 2025 (Provo)
“A Unifying Schema for Topics in Management Accounting,” TACTYC Conference, 2023 (Portland)
“Good Thinking: The New Science of Decision Making, Part I: Steps to Good Judgment, and Part II: Bias Mitigation,” IIA Salt Lake City Annual Spring Conference: 2023 (Salt Lake City)
“Good Thinking: The New Science of Decision Making,” BYU School of Accountancy Alumni Conference: 2021 (Provo)
“Are Metrics Undermining Your Business?” Health Information Technology (HIT) and Quality forum: Using HIT to Future-Proof Your Center: 2019 (Glen Allen)
“The New Science of Judgment and Decision Making,” Utah Government Auditor’s Association: 2018 (Salt Lake City)
Keynote Speaker for Novarad Executive Team Meeting: 2018 (Pleasant Grove)
“The Balanced Scorecard: Yesterday, Today, and Tomorrow,” TACTYC Conference, 2018 (Tampa)
“It Takes a Village to Lift a Car: Finding and Accepting Help to Heal,” Brigham Young University Widows and Widowers Conference: 2018 (Provo)
“Service and Choice,” Commencement Address, Christ University 2018 (Bangalore)
“Education, Certification, and Leadership,” Christ University 2018 (Bangalore)
“The Future of Accounting in the Era of Artificial Intelligence,” Christ University 2018 (Bangalore)
“The New Science of Decision Making,” Utah Association of CPAs Accounting & Auditing Conference: 2017 (Salt Lake City)

- “The New Science of Decision Making,” Insurance Accounting and Systems Association: 2017 (Salt Lake City)
- “Mastering Decision Making and Overcoming Bias,” Western Region Captive Insurance Association: 2017 (Salt Lake City)
- “The New Science of Judgment and Decision Making,” Institute of Management Accountants Student Leadership Conference: 2016 (Detroit)
- “The New Science of Judgment and Decision Making,” Brigham Young University MBA Career Boost: 2016 (Salt Lake City)
- “Juggling Knives: How to Not Get Stabbed,” Accounting, Behaviors, and Organizations Section Doctoral Colloquium: 2015 (Nashville)
- “The Evolution, State of the Art, and Primary Pitfalls of Strategic Performance Measurement Systems,” Controller's Best Practices Conference: 2014 (Columbia)
- Keynote Speaker for the Goizueta Business School Undergraduate Commencement: 2012 (Atlanta)
- “New Faculty Challenges,” Management Accounting Section Doctoral Colloquium: 2009 (St. Petersburg)

Reviewer

- Accounting Horizons*
- Accounting, Organizations and Society*
- The Accounting Review*
- Advances in Accounting Behavioral Research*
- Behavioral Research in Accounting*
- Borsa Istanbul Review*
- Center for Growth and Opportunity at Utah State University*
- Contemporary Accounting Research*
- Eurasian Business Review*
- European Accounting Review*
- IMA Educational Case Journal*
- International Journal of Information Technology & Decision Making*
- Issues in Accounting Education*
- Journal of Accounting Research*
- Journal of Applied Accounting Research*
- Journal of Financial Markets*
- Journal of Management Accounting Research*
- Management Accounting Research*
- Management Science*
- North American Journal of Economics and Finance*
- Review of Accounting Studies*
- Review of Financial Studies*
- IMA and MAS Teaching Case Conference 2017 (Naperville)
- Management Accounting Section Midyear Meeting: 2009 (St. Petersburg), 2010 (Seattle), 2012 (Houston), 2013 (New Orleans), 2015 (Newport Beach), 2016 (Dallas), 2017 (San Juan), 2018 (Scottsdale), 2020 (Houston)
- Financial Accounting Reporting Section Midyear Meeting: 2016 (Newport Beach)
- Journal of Management Accounting Research Conference: 2011 (Atlanta), 2013 (New Orleans), 2015 (Newport Beach)

American Accounting Association Annual Meeting: 2010 (San Francisco), 2011 (Denver), 2012 (Washington, D.C.), 2013 (Anaheim), 2014 (Atlanta)
Accounting, Behavior, and Organizations Section Midyear Meeting: 2010 (Denver)

UNIVERSITY SERVICE

BYU Medical School Admissions & Students Working Group: 2024-present
Healthcare Leadership Academic Director: 2022-present
School of Accountancy Recruiting Committee Chair: 2020-present
School of Accountancy Associate Director: 2019-present
School of Accountancy Graduate Admissions Committee: 2019-present
School of Accountancy Curriculum Committee: 2016-present
Ph.D. Prep Track Committee: 2015-present
Institute of Management Accountants Campus Advocate: 2013-present

- [“Campus Profile: BYU Student Chapter,”](#) *IMA Campus Connection*, November 19, 2015.
- [“IMA Endorses Accounting Programs at Michigan State University and Brigham Young University,”](#) *IMA Campus Connection*, January 30, 2014.

Marriott School of Business Classroom Technology Committee: 2020-2022
Marriott School of Business Minors Committee: 2020-2022
Healthcare Industry Network Conference Committee: 2019-2022
Healthcare Industry Association Faculty Advisor: 2017-2022
Healthcare Leadership Collaborative Director: 2016-2022
School of Accountancy Rank and Status Committee: 2018-2019
School of Accountancy Junior Core Revision Committee Chair: 2019
School of Accountancy Curriculum Task Force: 2018-2019
School of Accountancy Scholarships Committee: 2012-2019
Management Accounting Jr. Core Course Coordinator: 2015-2017
School of Accountancy Research Workshops Committee: 2015-2017
ORCA Review Committee Member: 2014-2017
Institute of Management Accountants Faculty Advisor: 2017
Healthcare Industry Initiative Committee: 2015-2016
Experimental Brown Bag Series Co-Chair: 2014-2016
Institute of Management Accountants Faculty Co-Advisor: 2013-2014
Spirit of the School of Accountancy Strategic Initiative Team: 2013-2014
School of Accountancy Socials Committee: 2012-2014
Behavioral Lab Faculty Director: 2011-2012
Association of Latino Professionals in Finance and Accounting, Faculty Advisor: 2011-2012
Research Committee: 2008-2011
Accounting Ph.D. Internal Program Review Committee: 2008-2009

PROFESSIONAL CONSULTING

Korral Kool: 2018-2023
Dorsey & Whitney, LLP: 2018-2020
BDO: 2017-2018
Intermountain Healthcare: 2017-2018
Business Learning Software, Inc.: 2015-2017

KPMG: 2015-2017

Accenture: 2015-2016

Cause for Hope: 2013-2014

PROFESSIONAL AFFILIATIONS

Accounting, Behavior, and Organizations Section, American Accounting Association

American Accounting Association

American Colleges of Healthcare Executives

Association of University Programs in Health Administration

European Accounting Association

Government and Nonprofit Section, American Accounting Association

Healthcare Financial Management Association

Institute of Management Accountants

Leadership in Accounting Education Section, American Accounting Association

Management Accounting Section, American Accounting Association

Utah Healthcare Executives