

M. David Piercey

John F. Kennedy Endowed Professor of Accounting
University of Massachusetts Amherst

Contact Information

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Education

PhD, accountancy, 2006
University of Illinois at Urbana-Champaign

MAcc, professional accountancy, 1999
BS magna cum laude, accounting, 1999
Brigham Young University

Professional Experience

University of Massachusetts Amherst

- John F. Kennedy Endowed Professor, 2018-present
- Professor, 2016-present
- Accounting Department Chair, 2017-2023
- John Spinney Faculty Fellow, 2015-2018
- Associate Professor, 2012-2016
- Assistant Professor, 2006-2012

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 Publications

Piercey (2023). “Throw it in as a covariate”? Common problems using measured control variables in experimental research,” *Auditing: A Journal of Practice & Theory*, 42 (2): 183-205

Buchanan & Piercey (2023). “Forecast rounding, forecast uncertainty, managers’ language, and investors’ judgments,” *Journal of Financial Reporting*, 8 (2): 55-75

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

**Practitioner
Summaries of
Research**

Fingland, Pickerd & Piercey (2023). "How Does High Uncertainty in Accounting Estimates Impact Auditor Litigation Risk? Opposite Effects in Jury Trials and Attorneys' Out-of-Court Settlements," *Current Issues in Auditing*, 17 (2): P18-P25

Jackson, Agoglia & 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

Blake, Piercey & Wang. "The impact of environmental sustainability initiatives on managers' R&D decisions"

Buchanan, Dodgson & Piercey. "What are 'good' values of r^2 and q^2 ? Guidance based on experimental accounting researchers' assessments of fit," revising for a 2nd round of review at *The Accounting Review*

Jackson, Agoglia & Piercey. "Do investors prefer female CEOs in activist-targeted firms? The role of CEO gender, shareholder activism type, and earnings guidance disclosure," revising for a 2nd round of review at *The Accounting Review*

Jackson, Piercey & Wang. "How the use of temporal immediacy and video conference calls jointly impact investors' willingness to invest," revising for a 3rd round of review at *Behavioral Research in Accounting*

Kang & Piercey. "Would a balanced PCAOB inspection reporting approach increase auditors' use of innovative audit procedures?"

Sealy, Agoglia & Piercey. "When doing good backfires: The effects of corporate social responsibility fit on the decisions of short- and long-term investors," revising for a 2nd round of review at *Contemporary Accounting Research*

Research Workshop Presentations

- Brigham Young University
- Cornell University (twice)
- Georgia State University (twice)
- Georgia Institute of Technology ("Georgia Tech")
- Indiana University (twice)
- Michigan State University
- Nanyang Technological University (Singapore)
- North Carolina State University
- Northeastern University
- Queen's University (Canada)
- University of Alberta (Canada)
- University of Florida
- University of Kentucky
- University of Illinois (twice)
- University of Iowa
- UMass Amherst (Department of Accounting (three times), three times; Department of Marketing; Institute for Social Science Research)
- University of Mississippi ("Ole Miss")
- University of Nevada Las Vegas
- University of Virginia (upcoming, 2025)
- University of Washington
- University of Waterloo (Canada)
- Washington University

Conference Proceedings

- American Accounting Association (AAA) Annual Meeting (9 papers)
- AAA Accounting, Behavior and Organizations Research Conference (11 papers)

- AAA Audit Midyear Meeting (6 papers)
- AAA Financial Accounting and Reporting Midyear Meeting (2 papers)
- AAA Midsouth Consortium
- Boston Area Accounting Research Conference (2 papers)
- Brigham Young University Accounting Research Symposium (10 papers)
- *Contemporary Accounting Research* Conference
- Deloitte/University of Kansas Auditing Symposium
- Duke University Behavioral Decision Research in Management Conference
- Florida Behavioral Accounting Research Symposium
- International Symposium on Audit Research (4 papers)
- *Journal of Accounting, Auditing, and Finance* Symposium
- Lehigh University Conference on Financial Reporting, Auditing, and Governance
- Nanyang Technological University NBS Accounting Conference
- New England Behavioral Accounting Research Series

Scholarly Awards and Recognition

- Center for Audit Quality Access to Audit Personnel Research Grant, 2016
- Isenberg School of Management Outstanding Researcher Award, 2015, 2010
- University of Massachusetts Amherst Exceptional Merit Award, 2014
- Best paper award, 2014, *Auditing: A Journal of Practice & Theory*, for Piercey (2011, *AJPT*)
- Undergraduate Commencement Faculty Marshal, 2013
- PwC Inquires Research Grant, 2011
- Best paper award, 2010, AAA Audit Midyear Meeting, for Luippold, Kida, Piercey & Smith (2015, *AOS*)
- Outstanding Emerging Scholar Award, 2010, AAA ABO Research Conference, for Fanning, Agoglia & Piercey (2015, *TAR*)
- Outstanding Emerging Scholar Award, 2009, AAA ABO Research Conference, for Fanning, Agoglia & Piercey (2014, *AOS*)
- Best paper award (tie), International Symposium on Audit Research, 2008, for Peecher, Piercey, Rich and Tubbs (2010, *TAR*)
- Best Doctoral Dissertation Award, AAA Accounting, Behavior and Organizations Section, 2007
- Research featured in popular press articles in the US, UK, Brazil, and Denmark, including *The Wall Street Journal*, *CFO Magazine*, *MSN*, *Yahoo!*, and the *BBC*
- Marvin and Nancy Dennis Doctoral Fellow, University of Illinois, 2004-2006
- AAA/Deloitte/J. Michael Cook doctoral consortium fellow, June 2005
- Deloitte Doctoral Fellow, Deloitte Foundation, 2003-2005
- University Fellow, University of Illinois, 2003-2005
- Victor L. Bernard Memorial Scholar Award, University of Illinois, 2003
- Phi Kappa Phi National Honor Society, 1998
- Golden Key National Honor Society, 1998
- Beta Gamma Sigma National Honor Society, 1988

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*, 2014-2026

Editorial board member, *Behavioral Research in Accounting*, 2014-2026

**Reviewing
Service**

<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>Journal of Accounting Research</i>
<i>Advances in Accounting</i>	<i>Organizational Behavior and Human Decision Processes</i>
<i>Auditing: A Journal of Practice & Theory</i>	<i>Perspectives on Psychological Science</i>
<i>Behavioral Research in Accounting</i>	

**Doctoral-Level
Teaching**

Dissertation committee service

- Conner Blake, PhD '23 (co-chair)
- Cody Lu, PhD '23
- Scott C. Jackson, PhD '21 (co-chair)
- Kyle Stubbs, PhD '20 (co-chair)
- Chez Sealy, PhD '18 (co-chair)
- Matt Starliper, PhD '18 (co-chair)
- Jess Buchanan, PhD '17 (chair)
- Mary Kate Dodgson, PhD '17
- Kawon Kim, PhD '17, hospitality & tourism management
- Jeff Pickerd, PhD '16 (chair)
- Stephen Kuselias, PhD '16
- Ryan Guggenmos, PhD '15
- Aaron Saiewitz, PhD '14
- Steve Perreault, PhD '11
- Kirsten Fanning, PhD '10
- James Wainberg, PhD '10

Directed research projects (SchMgmt 895E)

- Luke Barnhart (current student)
- Scott C. Jackson (PhD '21, co-supervised)
- Chez Sealy (PhD '18, co-supervised)
- Jess Buchanan (PhD '17)
- Jeff Pickerd (PhD '16)
- Aaron Saiewitz (PhD '14)
- Kirsten Fanning (PhD '10)

Doctoral courses taught

- Behavioral accounting research seminar (SchMgmt 895B), 2024
- Multivariate research methods (SchMgmt 805), team taught, 2017-present
- Experimental research methods (SchMgmt 895R), 2014-2017
- Directed readings seminar (SchMgmt 895X), 2015-2017

**Undergraduate
Teaching**

Undergraduate courses taught

- Intermediate financial reporting II (Acctg 322), UMass, 2013-present
- Auditing (Acctg 441), UMass, 2006-2012
- Decision making for managers (Accy 302), University of Illinois, 2003, 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 and
Service**

Selected university service

- University research and scholarly misconduct board member, 2023-2024
- Faculty marshal, UMass commencement, 2013
- UMass television commercial, 2010

Selected business school service

- Dean's taskforce on service workload equality, 2024
- Pre-tenure workshop panelist, 2020, 2022, 2024
- Administrative committee, 2017-2023
- Sustaining faculty excellence panelist, 2021
- Dean's task force on Mount Ida, 2019-2020
- School faculty personnel committee, 2015-2017
- Outstanding researcher award selection committee, 2012-2017 (recused in 2015)
- Dean's taskforce on research impact, 2011-2012
- School curriculum committee, 2012-2013
- Dean's taskforce on career development, 2011-2012

Selected department leadership and service

- Accounting faculty personnel committee, chair, 2012-2017; member, 2008-2017; 2023-present
- Accounting doctoral program director, 2014-2017; committee member, 2006-present
- Accounting department chair, 2017-2023
- Accounting curriculum committee, chair, 2012-2017
- Faculty search committees, chair, 2011-2014, 2016-2017; member, 2007-2019

**Selected Other
Service to the
Profession and
Academy**

- External reviewer for tenure and promotion cases to associate professor, 2013-present, and for promotions to full professor, 2019-present
- Moderator, AI plenary session, International Symposium on Audit Research, 2024
- Consulting scholar, Chartered Association of Business Schools 2024 Academic Journal Guide, 2023
- 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.