

Yu Tian

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EDUCATION

Moore School of Business, University of South Carolina
Ph.D. in Business Administration (Accounting)

College of Business, East Tennessee State University
Master of Science in Accounting

School of Foreign Languages, Southwest University (China)
Bachelor of Arts in English (*with Honors*)

ACADEMIC EXPERIENCE

University of Central Florida, Assistant Professor, 2011 – present
University of South Carolina, Research Assistant/Graduate Instructor, 2006 – 2011
East Tennessee State University, Research Assistant/Teaching Assistant, 2003-2006

RESEARCH

Research Interests:

Behavioral research in management accounting: incentive systems, performance evaluation, management control systems, game theory, and experimental economics

Papers under Review:

“Using incentives to overcome the negative effects of faultline conflict on individual effort?” with Brad Tuttle and Yin Xu. Revise and resubmit at *Behavioral Research in Accounting*, under review.

“Mixed incentive systems: When both group and individual incentives are used” with Al Leitch and Brad Tuttle. Revise and resubmit at *Accounting, Organizations, and Society*, to be resubmitted.

“Are more choices better? An experimental investigation of the effectiveness of multiple tax incentives” with Donna Bobek, Jason Chen, and Amy Hageman. Under review at *The Accounting Review*.

“The effects of better cost estimation in a procurement auction” with Tim Fry, Al Leitch, and

Patrick Philipoom. Under review at *Decision Sciences*.

“Empirical analysis of cost estimation accuracy in procurement auctions” with Tim Fry, Al Leitch, and Patrick Philipoom. Under review at *International Journal of Management Accounting Research*.

Working Papers:

“Variance analysis, belief revision and profitability” with Al Leitch and Michael Majerczyk. To be submitted.

“An experimental investigation of the effects of financial incentives and mutual shared interest on honesty” with Charles Boster and Michael Majerczyk. To be submitted to *Accounting, Organizations, and Society*.

Other Research in Progress:

“Compensation systems in health care” with Wendy Bailey.

Research Grant:

Institute of Management Accountant Foundation for Applied Research Grant, 2011

TEACHING EXPERIENCE AND AWARDS

Teaching Interests:

Managerial Accounting and Financial Accounting

Teaching Experience:

University of Central Florida, Cost Accounting, 2011-present

University of South Carolina, Managerial Accounting, Intermediate Accounting Lab, 2006-2011

Literacy Council of Kingsport, Inc., Kingsport, TN, English as a Second Language, 2005

Southwest University, Chongqing, China, College English, 1999

Teaching Awards and Honors:

University of South Carolina, Outstanding Graduate Student Teaching Award, 2010

Univ. of South Carolina, Graduate School TA & IA Training Workshop, Invited Panelist, 2010

Southwest University(China), School of Foreign Languages, Outstanding Teaching Award, 2000

PRESENTATIONS AND CONFERENCE PARTICIPATION

Presentations:

Accounting, Behavior and Organizations Research Conference, “Are more choices better? An experimental investigation of the effectiveness of tax incentives in higher education”, coauthor

presented (October 2014).

Florida Accounting Symposium. “An experimental investigation of financial incentives and mutual shared interest on honesty”, (September 2014).

American Accounting Association Annual Meeting, “Are more choices better? An experimental investigation of the effectiveness of multiple tax incentives”, coauthor presented, (August 2014).

Behavioral Tax Symposium, “Are more choices better? An experimental investigation of the effectiveness of tax incentives in higher education”, coauthor presented (June 2014).

IMA Controller’s Best Practice Conference, “Management compensation”, Invited (March 2014).

Journal of American Tax Association Conference, “Are more choices better? An experimental investigation of the effectiveness of multiple tax incentives”, coauthor presented, (February 2014).

University of South Carolina, “Are more choices better? An experimental investigation of the effectiveness of multiple tax incentives”, coauthor presented (November 2013).

Behavioral Tax Symposium, “Are more choices better? An experimental investigation of the effectiveness of tax incentives in higher education”, coauthor presented (June 2013).

University of Nevada at Las Vegas, “Do incentives help or hurt when groups experience conflict?”, coauthor presented (April 2013).

Management Accounting Research and Case Conference, American Accounting Association, New Orleans, LA, “How loss aversion influences performance evaluations of environmental strategic objectives using balanced scorecards”, discussant and moderator (January 2013).

The Institute of Management Accountants Carolinas Council Winter Conference, Columbia, SC, "Management compensation systems", Invited (February 2012).

Management Accounting Research and Case Conference, American Accounting Association, Houston, TX, “Adding tournament to tournament: The interactive effect of team and individual incentives” (January 2012).

American Accounting Association Annual Meeting, Denver, CO, “Adding tournament to tournament: The interactive effect of team and individual incentives” (August 2011).

University of Massachusetts-Amherst, “Adding tournament to tournament: The interactive effect of team and individual incentives”, Invited (February 2011).

Northeastern University, “Adding tournament to tournament: The interactive effect of team and individual incentives”, Invited (February 2011).

University of Central Florida, “Adding tournament to tournament: The interactive effect of team and individual incentives”, Invited (February 2011).

Oakland University, “Adding tournament to tournament: The interactive effect of team and individual incentives”, Invited (January 2011).

Management Accounting Section Research Conference, American Accounting Association, Atlanta, GA, “Accounting innovations and ownership”, discussant (January 2011).

Accounting, Behavior and Organizations Research Conference, Denver, CO, “Using the theory of planned behavior to examine accountants’ decisions to seek careers with big 4 versus non-big 4 accounting firms”, discussant (October 2010).

American Accounting Association Southeast Conference, Mobile, AL, “The effect of accurate cost estimation in the bidding process” (April 2010).

American Accounting Association Mid-Atlantic Conference, Philadelphia, PA, “The effect of accurate cost estimation in the bidding process” (April 2010).

12th Annual English Graduate Conference on Language and Literature, McGill University, Montreal, Canada, “It was Probably a Girl: Female Identity in Maxine Hong Kingston’s *The Woman Warrior*.” (March 2006).

Conferences:

- Accounting, Behavior and Organizations Research Conference, 2014
- American Accounting Association Annual Meeting, 2014
- IMA Controller’s Best Practice Conference, Columbia, SC, 2014
- Management Accounting Research Conference, 2014
- Management Accounting Research Conference and IMA Doctoral Colloquium, 2013
- Accounting, Behavior and Organizations Doctoral Consortium & Research Conference, 2012
- The Institute of Management Accountants Carolinas Council Winter Conference, 2012
- American Accounting Association New Faculty Consortium, 2012
- Management Accounting Research Conference and IMA Doctoral Colloquium, 2011
- Accounting, Behavior and Organizations Doctoral Consortium & Research Conference, 2010
- AAA Southeast Conference, 2010
- AAA Mid-Atlantic Doctoral Consortium and Conference, 2010
- Management Accounting Research Conference and IMA Doctoral Colloquium, 2009
- AAA/Deloitte/J. Michael Cook Doctoral Consortium, Lake Tahoe, CA, 2008
- Accounting, Behavior and Organizations Doctoral Consortium & Research Conference, 2007
- 12th Annual English Graduate Conference on Language and Literature, Montreal, Canada, 2006

HONORS AND AWARDS

American Accounting Association

- AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow, Lake Tahoe, CA, 2008

University of South Carolina

- Outstanding Graduate Student Teaching Award, 2010
- Graduate School Fellowship, 2006-2010
- Preparing Future Faculty Award, Center for Teaching Excellence, 2010
- Graduate Assistantship, 2006-present
- Darla Moore Fellowship, 2006-2010

East Tennessee State University

- Graduate Assistantship, 2003-2006
- The Graduate School and Department of English Travel Award, 2006

Southwest University (China)

- Outstanding Well-around Undergraduate, 2001
- Graduated with Honors, 2001
- Outstanding Student Fellowship, 1997-2000
- Outstanding Leadership Award, 1997-1999
- University Speech Competition, first place, 1998

PROFESSIONAL AFFILIATIONS & SERVICES

Reviewer, AAA Management Accounting Research Conference, 2015

Discussant and Moderator, Management Accounting Research Conference, 2013

Reviewer, *Behavioral Research in Accounting*

Reviewer, *Advances in Accounting Behavioral Research*

Member, AAA Accounting, Behavior and Organizations Section, 2012-present

Member, Institute of Management Accountants, 2010-present

Member, AAA Managerial Accounting Section, 2007-present

Member, American Accounting Association, 2007-present

Discussant & Moderator, AAA Management Accounting Research Conference, 2012

Reviewer, AAA Management Accounting Research Conference, 2012

Reviewer, AAA Management Accounting Research Conference, 2011

Kenneth G. Dixon School of Accounting Library Representative, 2011-present

UCF College of Business Administration's 50th Celebration, February 2013

Representative of College of Business Administration, UCF Diversity Week, October 2012

Faculty participant, 2nd Annual Women in Accounting Symposium, Dixon School of Accounting, October, 2011

Treasurer, Chinese School of Tomorrow, Orlando, FL 2011-present

Vice President, Global Scholar Network, USC, 2008-2011

Panelist, Graduate Programs Showcase, USC, 2009

Programs Director, Doctoral Students Association, Moore School of Business, USC, 2007-2008

Volunteer Income Tax Assistant (VITA), Beta Alpha Psi Honor Society, ETSU, 2005

Member, Beta Gamma Sigma International Business Honor Society

Member, Beta Alpha Psi National Accounting Honor Society
Volunteer Income Tax Assistant (VITA), City of Winston-Salem, NC, 2003
President, College Student Association, Southwest University