

JACOB ZUREICH

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PROFESSIONAL

Lehigh University College of Business 2023 -
Assistant Professor, Department of Accountancy - Tenure Track

Tilburg University School of Economics and Management 2020 - 2023
Assistant Professor, Department of Accountancy - Tenure Track

EDUCATION

Emory University, Goizueta Business School 2020
PhD in Accounting

Ohio State University, Fisher College of Business 2015
Master of Accountancy

University of Toledo 2014
Bachelor of Business Administration (Accounting), *Magna Cum Laude*

RESEARCH INTERESTS

RESEARCH: Performance measurement, incentives, learning, experimental economics
METHODS: Controlled experiments

PUBLICATIONS

Schuhmacher, K., Towry, K. L., Zureich, J. (2022). Leading by example in socially driven organizations: The effect of transparent leader compensation contracts on following. *The Accounting Review*, 97(3), 373-393.

Burke, J., D. Young, K. Towry, and J. Zureich. (2023). Uncertain Sticks and Carrots: The Effect of Contract Framing and Contract Uncertainty on Employee Effort. *The Accounting Review*, 98(1), 139-162.

Zureich, J. (2023). The (un)Controllability Principle: The Benefits of Holding Employees Accountable for Uncontrollable Factors. *Journal of Accounting Research*, 61(2), 653-690.

WORKING PAPERS

Singh, M., and J. Zureich. Do Public Disclosures of Physician Performance Improve Patient Care? The Role of Behavioral Factors (*Preparing second-round revisions at Management Science*)

Samet, J., K. Schuhmacher, K. Towry, and J. Zureich. Reciprocity over time: Do employees respond more to kind or unkind controls? (*Preparing for submission*)

Ghita, R., and J. Zureich. Do Social Missions Reduce Data-Driven Decision-Making? (*Preparing for submission*)

Samet, J., and J. Zureich. The Effect of Performance-Target Difficulty on Employee Learning

Zureich, J. Gender Differences in Explore-Exploit Behavior

WORK IN PROGRESS

Cardinaels, E., and J. Zureich. How do managers use algorithmic assessments in subjective performance evaluation? (*Preparing data collection*)

CONFERENCES AND SEMINARS (INCLUDES SCHEDULED)

2023 Ghent University ECBAW Management Accounting Section Midyear Meeting

2022 University of Massachusetts (Resource Economics department) Harvard University Lehigh University Rutgers University Bentley University Erasmus University Maastricht University Southern Denmark University University of Massachusetts Amherst ENEAR Conference Management Accounting Section Midyear Meeting

2021 University of Bern Management Accounting Section Midyear Meeting

2020 University of Pittsburgh Texas A&M University Ohio State University University of Illinois at Urbana-Champaign University of Wisconsin-Madison University of Amsterdam Tilburg University Management Accounting Section Midyear Meeting Monforma Conference

TEACHING EXPERIENCE

Accounting: The Language of Business	Fall 2020, 2021, 2022
Empirical Research in Accounting	Fall 2020, 2021, 2022

ACADEMIC SERVICE

Accounting Workshop coordinator 2021 - 2023

Ad-hoc reviewer for Management Science; Accounting, Organizations, and Society; Journal of Management Accounting Research; European Accounting Review; Management Accounting Section Midyear Meeting; ABO Research Conference

GRANTS

Title: Do Social Incentives Crowd Out Data-Driven Decision-Making?

Role: co-Principal Investigator (with Razvan Ghita)

Funding Agency: Institute of Management Accountants

Amount: \$4,500

Title: Incentivizing Physicians: The Role of Performance-Metric Controllability & Contract Frame

Role: co-Principal Investigator (with Manasvini Singh)

Funding Agency: Emory University Jones Program in Ethics

Amount: \$2,000

MISCELLANEOUS

Computer Languages: Python, Javascript, HTML, CSS, Stata
Nationality: US citizen

REFERENCES

Kristy Towry

kristy.towry@emory.edu

John M. and Lucy Cook Chaired Professor of Accounting
Emory University
Goizueta Business School

Kathryn Kadous

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Schaefer Chaired Professor of Accounting
Emory University
Goizueta Business School

Bart Dierynck

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Professor
Tilburg University
Tilburg School of Economics and Management