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Business Address

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4 Syston Court
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November 2009

Education	The University of Texas at Austin McCombs School of Business Administration Ph.D., 2006 Major Area: Financial Accounting Supporting Field: Financial Economics and Applied Statistics	August 2001 – July 2006
	The University of North Carolina at Wilmington Cameron School of Business Administration Bachelor of Science in Accountancy, Magna Cum Laude, 1997 Master of Science in Accountancy, 1998	July 1993 - July 1998
Professional Employment	Duke University Fuqua School of Business Assistant Professor of Accounting	July 2006 - Present Durham, NC
	The University of Texas at Austin McCombs School of Business Graduate Teaching/Research Assistant and Assistant Instructor	August 2001 – July 2006 Austin, TX
	Nortel Networks Senior Financial Analyst	November 2000 – July 2001 Research Triangle Park, NC
	Ernst & Young, LLP Staff/Senior Auditor	September 1998 - October 2000 Raleigh, NC
	Earney & Company, LLP Staff Accountant	June - August 1998 Wilmington, NC
Research Interests	Management communication of financial information, with a focus on communication mediums, communication incentives, and impact of financial communications on investors and financial analysts	
Teaching Interests	Financial accounting, corporate financial reporting, financial statement analysis	

Refereed Journal Articles

Ertimur, Yonca, William J. Mayew and Stephen R. Stubben. 2009. "Analyst Reputation and the Issuance of Disaggregated Earnings Forecasts to I/B/E/S," *Review of Accounting Studies*, Forthcoming.

Frankel, Richard M., William J. Mayew and Yan Sun. 2009. "Do Pennies Matter? Investor Relations Consequences of Small Negative Earnings Surprises," *Review of Accounting Studies*, Forthcoming in print and available online at <http://www.springerlink.com/content/2276028554476202/>.

Mayew, William J. 2008. "Evidence of Management Discrimination Among Analysts During Earnings Conference Calls" *Journal of Accounting Research* 46 (3): 627-659.

Hodder, Leslie, William J. Mayew, Mary Lea McAnally, and Connie D. Weaver. 2006. "Employee Stock Option Fair-Value Estimates: Do Managerial Discretion and Incentives Explain Accuracy?" *Contemporary Accounting Research* 23 (4): 933-975.

Gramlich, Jeffrey D., William J. Mayew and Mary Lea McAnally. 2006. "Debt Reclassification and Capital Market Consequences," *Journal of Business, Finance and Accounting* 33 (7-8): 1189-1212.

Working Papers

"The Power of Voice: Managerial Affective States and Future Firm Performance," with Mohan Venkatachalam
- *Awarded Best Paper at 2008 Financial Research Association Conference*

"Analyzing Speech to Detect Misreporting" with Jessen Hobson and Mohan Venkatachalam

"Are there private information benefits to participating in a public earnings conference call?" with Nate Sharp and Mohan Venkatachalam

"Religious Social Norms and Corporate Financial Reporting," with Scott Dyreng and Chris Williams

"Earnings Surprises and Uncertain Managerial Ability: Evidence from CEO Turnovers," with Shane Dikolli and Dhananjay Nanda

"The Effect of TRA86 on the Extent of Implicit Taxes at the Corporate Level," with Ross Jennings and Connie Weaver

Work in Progress

"Affective States and Monetary Policy: Evidence from the Federal Reserve Chairman" with Mohan Venkatachalam

"Was the financial crisis predictable? Evidence from financial analysts" with Alon Brav and J.B. Heaton

Published Cases

Earney, Charles L., William J. Mayew, Howard O. Rockness and Joanne W. Rockness. 2001. "Figure Eight Island: Case Study," *Institute of Management Accountants Case Studies: Cases from Management Accounting Practice*, Vol. 16-1.

Earney, Charles L., William J. Mayew and Joanne W. Rockness. 1999. "Plantation Village, Inc. A & B," *AICPA Casebook*, Case No. 99-05.

Teaching - Academic Duke University

Corporate Financial Reporting (Daytime MBA Elective – 2006 through 2009)

- Fall 2008/Spring 2009 overall instructor rating 6.7/7.0.
- Received highest elective overall instructor rating among all Fuqua electives during each term taught.

Introductory Financial Accounting (Weekend Executive MBA Core Course - 2008)

- Spring 2008 overall instructor rating 6.8/7.0.
- Received Excellence in Teaching Award for WEMBA Core Course

Introductory Financial Accounting (Daytime MBA Core Course – 2009 to Present)

- Fall 2009 overall instructor rating 6.8/7.0.

The University of Texas at Austin

Fundamentals of Financial Accounting (Undergraduate)

- Fall 2002 overall instructor rating 4.5/5.0.
- Received Fred Moore Assistant Instructor Award for Teaching Excellence

The University of North Carolina at Wilmington

Introductory Financial Accounting Lab (Undergraduate)

- Fall 1997/Spring 1998 overall instructor rating 4.7/5.0.

Teaching - Other

Ernst & Young, LLP, Continuing Professional Education Instructor, 2000

- Revenue Recognition, Nortel Networks, Research Triangle Park, NC
- Derivative Instruments, SAS Institute, Cary, NC

Service**Dissertation Committees**

- Mark Evans, member (initial placement Indiana University)
- Patrick Badolato, member (in progress)

Summer Paper Advisor

- Zhenhua Chen

Duke Research Workshop Coordinator, (with Yonca Ertimur) 2007-2008

Duke/UNC Fall Accounting Research Camp Coordinator, 2007-Present

Duke Accounting Area Teaching Mentor, 2008-2009

Ad Hoc Reviewer

- AAA Financial and Reporting Section Meeting
- AAA Annual Meeting
- Journal of Marketing Research
- The Accounting Review
- Contemporary Accounting Research

Discussant

- 2008 AAA Financial and Reporting Section Meeting session entitled “Usefulness of Qualitative and Quantitative Information in Earnings Announcements”
- 2009 Contemporary Accounting Research Conference discussion of “Managers’ Use of Language Across Alternative Disclosure Outlets: Earnings Press Releases Versus MD&A”

Media Mentions

“You can lie but you can’t hide: Software checks Wall Street spin” by Kevin Janowiak, *Medill Reports – Washington*, October 9, 2008.

“Emotion Can Betray Poor Outlook” by Tim Human, *Investor Relations Magazine*, August 29, 2008, Breaking News Section.

“What if Software Could Tell You the CFO is Hiding Something on the Earnings Conference Call?” by Kevin Maney, *Condé Nast Portfolio.com*, August 14, 2008, Tech Observer Section.

“What a CFO Doesn't Say Can Hurt” by David McCann, *CFO.com*, August 1, 2008, Today In Finance Section.

“In Search of Softball Questions” by Justin Ewers, *U.S. News & World Report*, December 25, 2006 / January 1, 2007, pg. 41.

Invited Research Presentations**Upcoming presentations:**

2009 Stanford University (upcoming - December)

2010 UT Austin Spring Research Conference (upcoming - April)

“Religious Social Norms and Corporate Financial Reporting”:

2009 Rice University

2009 New York University

“Are there private information benefits to participating in a public earnings conference call?”:

2009 Southeast Summer Accounting Research Conference, Atlanta, GA

2009 Duke Accounting Mini Brown Bag Seminar

2009 Fuqua Summer Brown Bag Seminar

“The Power of Voice: Managerial Affective States and Future Firm Performance”:

2008/2009: Penn State University, NYU (Journal of Accounting, Auditing and Finance Conference), MIT, Barclays Global Investors, UC Berkeley, Cornell University, University of Miami, Financial Research Association Conference, National Investor Relations Institute (NIRI) Triangle Chapter Summer Meeting, Fuqua Summer Brown Bag Seminar, BB&T Capital Markets – Richmond

“Analyst Reputation and the Issuance of Disaggregated Earnings Forecasts to I/B/E/S”:

2007 Duke/UNC Fall Accounting Camp, Chapel Hill, NC

2007 University of Washington

“Do Pennies Matter? Investor Relations Consequences of Small Negative Earnings Surprises”:

2007 Southeast Summer Accounting Research Conference, Atlanta, GA

2007 American Accounting Association Annual Meeting, Chicago, IL

Invited Research Presentations**“Evidence of Management Discrimination Among Analysts During Earnings Conference Calls”:**

2006/2007: University of Texas at Austin, Texas A&M University, University of Pennsylvania, University of Notre Dame, University of North Carolina at Chapel Hill, Duke University, Northwestern University, University of Florida, University of Michigan, Stanford University, Tilburg University, Emory University, Harvard University, American Accounting Association Annual Meeting in Washington DC

“Evidence of Implicit Taxes at the Corporate Level”:

2005 American Accounting Association Annual Meeting in San Francisco, CA

“Plantation Village, Inc.”:

1999 AICPA National Accounting Educators Conference in Framingham, MA

Conferences Attended

Contemporary Accounting Research Conference, Montreal, Canada
 Duke/UNC Fall Camp, Chapel Hill, NC 2009
 Southeast Summer Accounting Research Conference, Atlanta, GA, 2009
 NIRI Triangle Chapter Summer Meeting, Raleigh, NC 2009
 UNC Global Issues in Accounting Conference, Chapel Hill, NC, 2009
 Texas Accounting and Corporate Governance Conference, Austin, TX 2009
 AAA/Deloitte Foundation Trueblood Seminar for Professors, Scottsdale, AZ 2009
 Financial Research Association Conference, Las Vegas, NV 2008
 Financial Economics & Accounting Conference, Austin, TX 2008
 Review of Accounting Studies Conference, Durham, NC 2008
 Duke/UNC Fall Accounting Camp, Durham, NC, 2008
 Journal of Accounting, Auditing and Finance Conference, New York, NY, 2008
 Penn State Accounting Research Conference, State College, PA 2008
 AAA-FARS Midyear Meeting, Phoenix, AZ, 2008
 Duke/UNC Fall Accounting Camp, Chapel Hill, NC, 2007
 AAA Annual Meeting, Chicago, IL, 2007
 Southeast Summer Accounting Research Conference, Atlanta, GA, 2007
 UNC Global Issues in Accounting Conference, Chapel Hill, NC, 2007
 JBFA Capital Markets Conference, Chapel Hill, NC, 2007
 AAA New Faculty Consortium, Leesburg, VA, 2007
 Duke/UNC Fall Accounting Camp, Durham, NC, 2006
 AAA Annual Meeting, Washington, DC, 2006
 Southeast Summer Accounting Research Conference, Atlanta, GA, 2006
 AAA Annual Meeting, San Francisco, CA, 2005
 AAA/Deloitte/J. Michael Cook Doctoral Consortium, Lake Tahoe, CA, 2005
 University of Oklahoma Accounting Conference, Oklahoma City, OK, 2005
 University of Texas Accounting and Finance Mini Conference, Austin, TX 2005
 AAA-FARS Midyear Meeting and Doctoral Consortium, San Diego, CA, 2005
 AAA Annual Meeting, Orlando, FL, 2004
 AAA Southwest Region Doctoral Consortium, San Antonio, TX, 2004
 PAC 10+ Doctoral Consortium, Austin, TX, 2004
 AAA-FARS Midyear Meeting and Doctoral Consortium, Austin, TX, 2004
 BMAS Academic Conference V, Austin, TX 2003
 The PhD Project (University of Texas Representative), Chicago, IL, 2002 & 2003
 AAA Annual Meeting, San Antonio, TX, 2002
 BMAS Academic Conference IV, Austin, TX 2002
 AICPA National Accounting Educators Conference, Framingham, MA, 1999

**Professional
Certifications
and Affiliations**

Certified Public Accountant, North Carolina (Inactive Status)
Member, American Accounting Association
Member, AAA Financial Accounting and Reporting Section
Member, Beta Alpha Psi, National Accounting Fraternity
Member, Beta Gamma Sigma, Honor Society for Collegiate Schools of Business
Board Member, Basketball Marathon

Honors & Awards

Deloitte & Touche Foundation Doctoral Fellowship, 2004-2006
AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow, 2005
University of Texas Continuing Bruton Fellowship, 2003 & 2004
University of Texas McCombs School of Business Doctoral Fellowship, 2002 – 2006
University of Texas Pre-Emptive Fellowship, 2001
National Collegiate Athletic Association Post Graduate Scholarship Recipient, 1997

UNCW Young Alumnus of the Year, 2008
Induction into UNCW Athletic Hall of Fame, January 2006
Induction into Kenosha, Wisconsin High School Sports Hall of Fame, 2004
UNCW # 35 Jersey Retirement, January 17, 1998
UNCW Chancellor's Cup for Academic and Athletic Excellence, 1997
Captain, Men's Varsity Basketball, University of North Carolina at Wilmington, 1997
Colonial Athletic Association Dean Ehlers Leadership Award, 1997
Colonial Athletic Association All-Academic Team, 1994 –1997
Colonial Athletic Association Scholar Athlete, 1994-1997
UNCW Full Athletic Scholarship Recipient, 1994-1997

References

Ross Jennings (Dissertation Chair) email: ross.jennings@mcombs.utexas.edu
Professor of Accounting, phone: (512) 471-1251
University of Texas

Lisa Koonce email: lisa.koonce@mcombs.utexas.edu
Deloitte & Touche Professor of phone: (512) 471-5576
Accounting, University of Texas

Robert Freeman email: robert.freeman@mcombs.utexas.edu
Arthur Andersen & Co. Alumni phone: (512) 471-5332
Centennial Professor in
Accounting, University of Texas