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May 2012

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 Associate Professor of Accounting	July 2010 - Present Durham, NC
	Duke University Fuqua School of Business Assistant Professor of Accounting	July 2006 – June 2010 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 outlets, communication incentives, and impact of financial communications on investors and financial analysts	
Teaching Interests	Financial accounting, corporate financial reporting	

**Refereed Journal
Articles**

- Mayew, William J., and Mohan Venkatachalam. 2012. "The Power of Voice: Managerial Affective States and Future Firm Performance" *Journal of Finance*, 67 (1): 1-43. (Lead Article)
- Best Paper Award at 2008 Financial Research Association Conference
- Hobson, J., William J. Mayew and Mohan Venkatachalam. 2012. "Analyzing Speech to Detect Financial Misreporting" *Journal of Accounting Research*, Forthcoming.
- Mayew, William J., Nathan Y. Sharp and Mohan Venkatachalam. 2012. "Using Earnings Conference Calls to Identify Analysts with Superior Private Information" *Review of Accounting Studies*, Forthcoming.
- Jennings, Ross, Connie D. Weaver and William J. Mayew. 2012. "The Extent of Implicit Taxes at the Corporate Level and the Effect of TRA86" *Contemporary Accounting Research*, Forthcoming
- Mayew, William J. 2012. "Disclosure Outlets and Corporate Financial Communication: A Discussion of 'Managers' Use of Language Across Alternative Disclosure Outlets: Earnings Press Releases Versus MD&A" *Contemporary Accounting Research*, Forthcoming.
- Ertimur, Yonca, William J. Mayew and Stephen R. Stubben. 2011. "Analyst Reputation and the Issuance of Disaggregated Earnings Forecasts to I/B/E/S," *Review of Accounting Studies* 16 (1): 29-58.
- Frankel, Richard M., William J. Mayew and Yan Sun. 2010. "Do Pennies Matter? Investor Relations Consequences of Small Negative Earnings Surprises," *Review of Accounting Studies* 15 (1): 220-242.
- Portions of this study excerpted in 2011 book Scorecasting by Tobias Moskowitz & L. Jon Wertheim
- 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**
- "Religious Social Norms and Corporate Financial Reporting" with Scott Dyreng and Chris Williams
- "Evidence of Manager Intervention to Avoid Working Capital Deficits" with Scott Dyreng and Katherine Schipper
- "CEO Tenure and the Performance-Turnover Relation" with Shane Dikolli and Dhananjay Nanda
- "Voice Pitch and Labor Market Success" with Chris Parsons and Mohan Venkatachalam

- Work in Progress**
- “Vocal Markers of Success in Raising Venture Capital” with Ronnie Chatterji and Mohan Venkatachalam
 - “Combining Predictors for Enhanced Detection of Financial Misreporting” with Leslie Collins, Sandy Throckmorton and Mohan Venkatachalam
 - “Voice Analysis in Financial Accounting Research” with Mohan Venkatachalam
 - “CEO Integrity and Earnings Quality” with Shane Dikolli and Thomas Steffen
- 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**
- 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 2010 - 2011 overall instructor rating 6.7/7.0.
 - Received 2010 Chrysler Award for Excellence in Core Course Teaching
 - Runner up for 2011 Chrysler Award for Excellence in Core Course Teaching
 - Corporate Financial Reporting (Daytime MBA Elective 2006 - 2008, 2010 to Present)
 - Fall 2010 - 2011 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 – Fuqua** **Member, Faculty Advisory Committee, 2011-Present**
- Dissertation Committees**
- Mark Evans, member (initial placement Indiana University)
 - Patrick Badolato, member (visiting placement University of Texas)
 - Zhenhua Chen, Co-Chair (initial placement Tulane University)
 - Sam Melessa, member (initial placement University of Iowa)
- Summer Paper Co Advisor**
- Zhenhua Chen, Pureum Kim, Alex Young
- MBA Independent Study Supervisor**
- Eric Lewandowski (2011 – CPA preparation)
 - Daniel DoVale (2012 – Vocalic Deception Markers at Northwest Pipe Co)
- 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**
- WEMBA Accounting Boot Camp Instructor, February 2008**
- MMS Mock Session Instructor, July 2010**
- Duke MBA Finance Symposium Panel Moderator, September 2010**
- Orientation Speaker, Daytime MBA, August 2011**
- Service – Duke** **Basketball Marathon Student Organization (and Section 501(c)(3) non-profit)**
- Board Member 2008-Present
 - Treasurer 2010-Present

Service - Profession**Ad Hoc Reviewer**

AAA Financial and Reporting Section Meeting, AAA Management Accounting Section Meeting, AAA Annual Meeting, Financial Economics & Accounting Conference, Contemporary Accounting Research, Journal of Accounting and Economics, Journal of Accounting Research, Journal of Marketing Research, Management Science, Review of Accounting Studies, The Accounting Review, Journal of Business Ethics

External Reviewer

Research Grants Council of Hong Kong

Invited Discussant

2008 AAA Financial Accounting 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"

2010 AAA Financial Accounting and Reporting Section Meeting discussion of "Numbers Games? A Natural Experiment Investigating Three (Ir)Regularities in Reported Earnings Per Share"

2010 Conference on Financial Economics and Accounting session entitled "Market Inefficiencies"

Invited Panelist

2010 AAA Annual Meeting session entitled "Beyond Numbers: Verbal and Nonverbal Measures in Accounting Research"

2010 AAA Annual Meeting session entitled "The Next Frontier of Disclosure"

2011 AAA Annual Meeting session entitled "New Research Streams in Accounting: Textual Analysis, Speech Analysis, and Implicit Attitude Measures"

2012 National Investor Relations Institute (NIRI) Virtual Chapter session entitled "An Academic Perspective on IR Activities" with Mark Bradshaw (Boston College) and Greg Miller (University of Michigan)

Media Mentions

- “Can Executives’ Speech Patterns Provide a Good Investment Guide?” by Katherine Heires, *Institutional Investor Magazine*, March 23, 2012.
- “A CEO’s phone mannerisms can reveal fibs” by Reynolds Holding, Reuters Breakingviews, February 7, 2012.
- "Watch Your Tone, CFOs!" by Roy Harris, CFOWold, Extraordinary Items, February 2, 2012.
- "Is That CEO Being Honest? Tone of Voice May Tell A Lot" by Mark Memmott, NPR, The Two-Way, February 2, 2012.
- "CEO's Voce Tone Can Speak Volumes" by Steve Inskip and Shankar Vedantam, NPR, Morning Edition - Business, February 2, 2012.
- "The vocal clues that show if a CEO is lying" by Shanny Basar, Financial News, January, 2012.
- “New CEO? Watch Out” by Dana Mattioli, *The Wall Street Journal*, Management News and Trends, September 6, 2011.
- “Rounding First” book chapter in Scorecasting: The Hidden Influences Behind How Sports are Played and Games are Won. By Tobias Moskowitz and L. Jon Wertheim. 2011.
- "It's All in the Voice" by Pamela Babcock, Society for Human Resource Management (www.shrm.org), April 4, 2011.
- “Looking for ‘insider’ information? Listen closely to CEOs” by Jason debruyn, *Triangle Business Journal*, March 25, 2011.
- “CEO Emotions Hint at Firm Performance” by Talia Rushton, *The Chronicle*, March 25, 2011.
- “B-School Research Tackles the Big Questions” by Francesca Di Meglio, *Bloomberg Businessweek*, March 24, 2011.
- "Something for the Weekend" by Linda Anderson, Financial Times, Business Education/Focus on Research Section, March 4, 2011.
- "Researchers: CEO voices can predict company performance" by Sue Stock, The News & Observer, March 2, 2011.
- “CEO Vocal Cues Can Influence Company Performance” Duke University Press Release, March 1, 2011.
- "Managerial vocal cues" Around The Web, Bloomberg Brief, February 7, 2011. Page 6.
- “Brain-Voice-Profit” The Business Breakfast on Dubai Eye 103.8, 7:15am segment, October 22, 2010.

**Media Mentions
(continued)**

“The Power of Voice” Research Advantage Video, Duke University Fuqua School of Business, YouTube <http://www.youtube.com/watch?v=tqYMKzBzMgw>, September 27, 2010.

“How Hedge Funds Analyze Your Earnings Calls” by Dominic Jones, *IR Web Report*, August 13, 2010.

“Watch Your P’s and Nonverbal Cues” by Jeff Cossette, *Investor Relations Magazine*, Issue 212 (April 2010): pg. 39.

“What executives’ voices give away” by Kevin Lewis, *Boston Globe*, February 28, 2010, Ideas Section, Uncommon Knowledge feature.

“Listening for Cues in Conference Calls” *Business News Network SqueezePlay – Canada*, December 15, 2009.

“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.

“Watch for the CFO non-verbal cues” SOX First, August 12, 2008.

“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:**

University of Texas Centennial Doctoral Accounting Research Conference (Fall 2012)

“Voice Pitch and Labor Market Success”:

2012 Emory University

“Evidence that Managers Intervene in Financial Reporting to Avoid Working Capital Deficits”:

2011 University of Illinois, Florida State University, Yale Summer Accounting Research Conference

“Analyzing Speech to Detect Financial Misreporting”:

2011 Journal of Accounting Research Conference, University of British Columbia, Georgetown University

2010/2009 Queen’s School of Business, Oklahoma State University, Stanford University

“Religious Social Norms and Corporate Financial Reporting”:

2010 University of Texas Spring Research Conference, FARS Midyear Meeting
2009 Rice University, New York University

“Using Earnings Conference Calls to Identify Analysts with Superior Private Information”:

2010 FARS Midyear Meeting

2009 Southeast Summer Accounting Research Conference, Atlanta, GA; Duke Accounting Mini Brown Bag Seminar, 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; University of Washington

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

2007 Southeast Summer Accounting Research Conference, Atlanta, GA; American Accounting Association Annual Meeting, Chicago, IL

“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 - Washington DC

**Invited Research
Presentations
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“Evidence of Implicit Taxes at the Corporate Level”:

2005 American Accounting Association Annual Meeting, San Francisco, CA

“Plantation Village, Inc.”:

1999 AICPA National Accounting Educators Conference, Framingham, MA

**Conferences
Attended**

NYU Summer Accounting Camp, New York, NY 2012
 Journal of Accounting Research, Chicago, IL 2012
 Miami Behavioral Finance Conference, Coral Gables, FL 2011
 Duke/UNC Fall Camp, Chapel Hill, NC 2011
 Journal of Accounting and Economics Conference, Philadelphia, PA 2011
 Yale Summer Accounting Research Conference, New Haven, CT 2011
 Global Issues in Accounting Conference, Chapel Hill, NC 2011
 Journal of Accounting Research Conference, Chicago, IL, 2011
 Financial Economics & Accounting Conference, College Park, MD 2010
 Duke/UNC Fall Camp, Durham, NC 2010
 Journal of Accounting and Economics Conference, Evanston, IL 2010
 AAA Annual Meeting, San Francisco, CA, 2010
 Journal of Accounting Research Conference, Chicago, IL 2010
 University of Texas Spring Conference, Austin, TX 2010
 University of Utah Winter Accounting Conference, Salt Lake City, UT 2010
 AAA-FARS Midyear Meeting, San Diego, CA 2010
 Contemporary Accounting Research Conference, Montreal, Canada 2009
 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, AAA Forensic and Investigative Accounting Section
Member, American Finance Association
Member, Beta Alpha Psi, National Accounting Fraternity
Member, Beta Gamma Sigma, Honor Society for Collegiate Schools of Business

Honors & Awards

Runner up for Chrysler Award for Excellence in Core Course Teaching, 2011
Chrysler Award for Excellence in Core Course Teaching, 2010
Excellence in Teaching Award for WEMBA Core Course, 2009
Best Paper Award Financial Research Association Conference, 2008
Deloitte & Touche Foundation Doctoral Fellowship, 2004-2006
AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow, 2005
University of Texas Continuing Bruton Fellowship, 2003 & 2004
Fred Moore Assistant Instructor Award for Teaching Excellence, 2003
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

Available Upon Request