

Yibo (James) Zhang, Ph.D., CPA, CMA, SAP Certified Associate

Assistant Professor

Miami University
Department of Accountancy
Farmer School of Business
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Primary Areas of Interest

Research: Accounting Information Systems, Emerging Technologies in Accounting, Financial Accounting, and Auditing

Teaching: Accounting Information Systems (AIS), Data Analytics, Managerial Accounting, Financial Accounting, and Enterprise Resource Planning (ERP) Systems

Education

Doctor of Philosophy in Accountancy – University of South Florida
Tampa, Florida

Master of Science in Accounting – University of Texas at Dallas
Richardson, Texas

Bachelor of Science in Accounting – Nankai University
Tianjin, China

Academic Experience

Miami University
Farmer School of Business, Department of Accountancy

Assistant Professor

2018 – Present

University of South Florida
Muma College of Business, Lynn Pippenger School of Accountancy

Research Associate

2015 – 2018

Instructor

2015 – 2017

Teaching Associate

2015 – 2016

Teaching Experience

Miami University

ACC 361 – Modeling Business Processes in Accounting Information Systems 2018 – Present

University of South Florida

ACG 3401 – Accounting Information Systems 2017

ACG 3341 – Cost Accounting and Control 1 2016

ACG 2021 – Principles of Financial Accounting 2015 – 2016

Professional Qualifications

Certified Managerial Accountant (CMA) 2018

Certified Public Accountant (CPA), State of Texas 2018

SAP Certified Associate 2014

Curriculum and Book Authorship

Author of the Purchase-to-Pay, Order-to-Cash, and Segregation of Duties modules of the AIS on SAP S4HANA using GBI curriculum, *SAP University Alliances Global Curricula*.

Extensively revised chapter 5 (“Database Management Systems”) and chapter 6 (“Relational Databases and SQL”) in *Accounting Information Systems (11e)*, (2017), Ulric Gelinias, Richard Dull, Patrick Wheeler, and Mary Callahan Hill, Cengage/South-Western Publishing

Publications

Ajayi, K., and Y. Zhang. 2022. The Joint Effects of Argument Quality and Interactivity on Nonprofessional Investors’ Perceptions of Disclosure Credibility and Investment Decisions. *Journal of Information Systems*. In-print.

Eaton, T., A. Larson, and Y. Zhang. 2022. Building a Bot. *Strategic Finance*. January.

Carrillo, H., R. Pennington, and Y. Zhang. 2021. Is an Emoji Worth a Thousand Words? The Effect of Emoji Usage on Nonprofessional Investors’ Perceptions. *Journal of Information Systems*. In-print.

Zhang, Y., and P. R. Wheeler. 2021. The Impact of Data Type and Graphical Presentation Type on Financial and Non-Financial Information Literacy in Undergraduate Accounting Students: Two Experiments with Business Analytics Dashboards. *The Accounting Educators' Journal*. 31.

Zhang, Y., S. Porwal, and T. Eaton. 2020. Data preparation for accountants: Extract, transform,

and load - With ETL processes, CPAs can prepare data for analytics and visualization. *Journal of Accountancy*. December.

Keys, B., and Y. Zhang. 2020. Introducing RPA in an Undergraduate AIS Course: Three RPA Exercises on Process Automations in Accounting. *Journal of Emerging Technologies in Accounting*. 17 (2): 25–30.

Zhang, Y. 2020. The Impact of Vivid Graphical Presentation of Financial Information in Digital Annual Reports on Investors' Impressions of Management and Firm Performance. *Journal of Information Systems*. 34 (3): 233–253.

Zhang, Y., T. Wang, and C. Hsu. 2019. The Effects of Voluntary GDPR Adoption and the Readability of Privacy Statements on Customers' Information Disclosure Intention and Trust. *Journal of Intellectual Capital*. 21 (2): 145–163.

Smith, A., Y. Zhang, and P. Kipp. 2019. Cloud-Computing Risk Disclosure and ICFR Material Weakness: The Moderating Role of Accounting Reporting Complexity. *Journal of Information Systems*. 33 (3): 1–17.

Kipp, P., Y. Zhang, and A.F. Tadesse. 2019. Can Social Media Interaction and Message Features Influence Nonprofessional Investors' Perceptions of the Firm? *Journal of Information Systems* 33 (2): 77–98.

Research under Review

Pitre, T., R. Pinsker, R. Daigle, and Y. Zhang. “The Impacts of Disclosing Large Versus Small Numbers and Rehashing a Prior Period’s Positive Information on Nonprofessional Investors’ Stock Valuations.” **Second round review** at *Journal of Information Systems*.

Zhang, Y., and U.S. Murthy. “User Engagement in Digital Annual Reports: The Effects of Graphical Vividness and Interactivity.” **First round review** at *Information & Management*.

Working Papers

Zhang, Y., U.S. Murthy, and L.M. Gaynor. “Can Links to Source Financial Information Mitigate the Effect of Distorted Graphs?” Preparing for submission to *Contemporary Accounting Research*.

Liu, K., P.R. Wheeler, and Y. Zhang. “Too Good to be True? The Joint Impact of Graphical Distortion and Vividness in Digital Annual Reports on Nonprofessional Investors’ Judgments and Decisions.” Preparing for submission to *Accounting Horizons*.

Kim, S., and Y. Zhang. “Decorated Annual Reports: The Effect of Visual Embellishments and Numeracy on Investor Judgments.” Preparing for submission to *Contemporary Accounting Research*.

Ajayi, K., S. Kim, and Y. Zhang. “An Experimental Investigation of the Attenuation Effect of Interactivity on Embellishments in Annual Reports.” Preparing for submission to *Accounting Horizons*.

Frank, M., J.G., Jenkins, J.S. Pyzoha, and Y. Zhang. “Getting Audit Researchers’ Feet Wet with Alternative Participant Pools.” Preparing for journal submission

Burke, J., M. Stern, and Y. Zhang. “Selecting and Testing Optimal Contrast Weights.” Preparing for journal submission.

Zhang, Y., and U.S. Murthy. “Graphical Vividness in Environmental, Social, and Governance (ESG) Reports” Data collection.

Stone, G., S. Walton, and Y. Zhang “Take a Chance on Me! The Impact of Online Tax Community Advice on Individual Taxpayer Decision-Making.” Data collection.

Professional Conferences

AIS/SET Section Midyear Meeting – Orlando, FL - Presenter, Discussant, Moderator	2022
SAP Academic Community Conference – Virtual - Presenter	2021
AIS/SET Section Midyear Meeting – Orlando, FL - Panelist at the Doctoral Consortium, Discussant	2020
BYU Accounting Research Symposium – Provo, UT - Presenter	2019
AAA Annual Meeting – San Francisco, CA - Presenter, Discussant	2019
<i>International Journal of Accounting Information Systems</i> Conference – Lansing, MI - Presenter	2019
AIS/SET Section Midyear Meeting and the JISC – San Antonio, TX - Presenter, Discussant, Moderator	2019
Decision Sciences Institute Annual Meeting – Chicago, IL - Presenter	2018
ABO Section Midyear Meeting – Phoenix, AZ - Presenter, Discussant	2018
AAA Annual Meeting – National Harbor, MD - Presenter, Discussant	2018
Accounting Information Systems Bootcamp – Minneapolis, MN	2018

<i>Journal of Information Systems</i> Research Conference – Durham, NC - Presenter	2018
AIS/SET Section Midyear Meeting – Newport Beach, CA - Presenter, Discussant	2018
10 th Biennial Symposium on Information Integrity and Information Systems Assurance – Toronto, ON - Presenter	2017
AAA Annual Meeting – San Diego, CA - Presenter	2017
AAA/Deloitte/J. Michael Cook Doctoral Consortium – Westlake, TX	2017
AIS/SET Section Midyear Meeting – Orlando, FL - Presenter, Discussant, Doctoral Consortium Participant	2017
AAA Annual Meeting – New York, NY - Presenter	2016
AIS/SET Section Midyear Meeting – Houston, TX - Presenter, Doctoral Consortium Participant	2016
Auditing Section Midyear Meeting – Scottsdale, AZ	2016
AIS/SET Section Midyear Meeting – Charleston, SC - Doctoral Consortium Participant	2015
Auditing Section Midyear Meeting – Miami, FL	2015

Invited Workshop Presentations

University of Kentucky	2022
Florida Gulf Coast University	2022

Ad Hoc Reviews

<i>Journal of Information Systems</i>	2015 – Present
<i>Behavioral Research in Accounting</i>	2021 – Present
<i>Hawaii International Conference on System Sciences</i>	2020 – Present

<i>Managerial Auditing Journal</i>	2019 – 2020
<i>Journal of Emerging Technologies in Accounting</i>	2019 – 2020
<i>International Journal of Accounting Information Systems</i>	2018 – 2021
<i>Current Issues in Auditing</i>	2018

Service

FSB Committee Member for Learning Outcomes Assessment	2021 – Present
Committee Member for Education Experience	2021 – Present
SAP S4 HANA Curriculum Implementation Faculty Team	2020 – Present
Committee Chair at the AAA AIS Membership Service Committee	2020 – Present
AAA Ohio Reginal Coordinator for AIS	2020 – Present
CMA Scholarship Faculty Advisor	2019 – Present
Department Secretary	2018 – Present
Committee Member for Faculty Development	2020 – 2021
Committee Member for External Relations	2018 – 2020

Awards

Lybrand Award , Certificates of Merit, Institute of Management Accountants	2022
Outstanding Dissertation Award , AIS Section, AAA Annual Meeting	2019
The Best Research Paper Award , AIS/SET Section Midyear Meeting	2017
AAA/Deloitte/J. Michael Cook Doctoral Consortium Participant	2017
Dr. Henry Efebera Memorial Scholarship	2016
Certified Management Accountant (CMA) Doctoral Scholarship	2014

Professional and Honorary Affiliations

American Accounting Association
American Institute of Certified Public Accountants

Institute of Management Accountants

SAP University Alliances