

# **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

## Book Authorship

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

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

Carrillo, H., R. Pennington, and Y. Zhang. “Is an Emoji Worth a Thousand Words? The Effect of Emoji Usage on Investors’ Perceptions.” **second round review** at *Journal of Information Systems*.

Wheeler, P., and Y. Zhang. “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.” **second round review** at *Accounting Educators Journal*.

## 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*.

Kipp, P., Y. Zhang, and A. Smith. “Understanding Analyses’ Praise: Social Pleasantries or Informative Signals?” Preparing for submission to *Behavioral Research in Accounting*.

Ajayi, K., and Y. Zhang. “The Effects of Interactivity on User Perceptions of Credibility and the Investment Choice.” Preparing for submission to *Journal of Information Systems*.

Daigle, R., T. Pitre, R. Pinsker, and Y. Zhang. “The Impacts of Disclosing Large Versus Small Numbers and Rehashing a Prior Period’s Positive Information on Nonprofessional Investors’ Stock Valuations.” Preparing for submission to *Accounting Horizons*.

Zhang, Y., and U.S. Murthy. “Can Vivid and Interactive Displays of Non-Financial Information Counteract the Effect of Financial Information in Digital Annual Reports?” Preparing for journal submission.

Burke, J., M. Stern, and Y. Zhang. “The Maximin Approach to Contrast Coding.” Preparing for journal submission.

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  
- 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 <sup>th</sup> 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	2016

- Presenter, Doctoral Consortium Participant	
Auditing Section Midyear Meeting – Scottsdale, AZ	2016
AIS/SET Section Midyear Meeting – Charleston, SC	2015
- Doctoral Consortium Participant	
Auditing Section Midyear Meeting – Miami, FL	2015

## **Ad Hoc Reviews**

<i>Managerial Auditing Journal</i>	2019 – Present
<i>Journal of Emerging Technologies in Accounting</i>	2019 – Present
<i>International Journal of Accounting Information Systems</i>	2018 – Present
<i>Current Issues in Auditing</i>	2018 – Present
<i>Journal of Information Systems</i>	2015 – Present

## **Service**

SAP S4 HANA Curriculum Implementation Faculty Team	2020 – Present
Committee Member at the AAA AIS Membership Service Committee	2020 – Present
AAA Ohio Regional Coordinator for AIS	2020 – Present
CMA Scholarship Faculty Advisor	2019 – Present
Committee Member for Faculty Development	2020 – Present
Committee Member for External Relations	2018 – 2020
Department Secretary	2018 – 2019

## **Awards**

<b>Outstanding Dissertation Award</b> , AIS Section, AAA Annual Meeting	2019
<b>The Best Research Paper Award</b> , AIS/SET Section Midyear Meeting	2017
AAA/Deloitte/J. Michael Cook Doctoral Consortium Participant	2017
Dr. Henry Efebera Memorial Scholarship	2016

**Professional and Honorary Affiliations**

American Accounting Association

American Institute of Certified Public Accountants

Institute of Management Accountants

SAP University Alliances