

Suyun (Sue) Wu

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ACADEMIC EXPERIENCE

The University of Texas at El Paso, El Paso, TX 2022 – Present
Assistant Professor of Accounting, Department of Accounting and Information Systems

EDUCATION

Georgia Institute of Technology, Atlanta, GA 2022

Ph.D. in Accounting (Minor: Psychology)

M.S. in Management

Peking University, Beijing, China

Completed Ph.D. coursework in Accounting

Wuhan University, Wuhan, China

B.S. in Accounting (with high distinction)

RESEARCH

Research Interests

- Behavioral research in management accounting and control
- Judgment and decision making; experimental economics
- Incentive contracting; performance measurement and evaluation
- Accounting ethics; CSR-related control issues

Publications

1. Cheng M. M., S. Wu, and D. Yang. Keeping Up with the Joneses during an Economic Crisis: The Effect of Different Types of Pay Cuts on Employee Performance. *Journal of Management Accounting Research* 2024; <https://doi.org/10.2308/JMAR-2023-039> (ABDC A*)
 - Research dissemination: UNSW Business Think. 2024. [Impact of performance-based pay cuts on employee performance during crises](#).

Working Papers

1. Seek and ye might not find: The effects of contract framing on knowledge transfer (with Stephanie Cheng, Jason Kuang, and Brian Vansant)
 - Status: *Revise and Resubmit*
2. The effects of financial versus nonfinancial targets on managers' CSR performance (with Jason Kuang and Ziyang Li)
 - Status: *Revise and Resubmit*
 - Received the 2019 IMA Doctoral Summer Research Scholarship
3. The spillover effects of process and outcome accountability on knowledge sharing

- Status: *Under review*
 - Received the 2022 IMA Doctoral Scholars Stage III Grant
4. Good deeds gone bad: The unintended effects of CSR engagement on tournament participants' reporting behavior (with Jason Kuang and Jessica Li)
 - Status: *Preparing for journal submission*
 - Received the 2023 IMA Research Grant
 5. The psychological effects of embellished performance feedback on employees' behavior (with Lulu Di, Wei Jiang, and Jason Kuang)
 - Status: *Preparing for journal submission*
 - Received the 2020 Georgia Tech CIBER Doctoral Research Award
 6. Are pro-social managers more honest? The effects of CSR attitude and task type on budget reporting behavior (with Jason Kuang and Ziyang Li)
 - Status: *Preparing for journal submission*
 - Won the Best Doctoral Paper Award at the 25th Annual Ethics Research Symposium
 7. The effects of recognition visibility and employee narcissism on employee advice-seeking behavior (with Stephanie Cheng, Mackenzie Festa, Eric Johnson, and Patrick Witz)
 - Status: *Preparing for journal submission*
 8. No good deed goes unpunished: Managerial promotion and CSR decision making (with Stephanie Cheng, Jason Kuang, and Yu Tian)
 - Status: *Scheduled to be presented at the 2024 ABO conference*
 - Received the 2024 IMA Incubator Grant

Selected Work in Progress

1. CEOs on social media (with Mengge Li, Randika Eramudugoda, and Candace TenBrink)
 - Status: *Submitted to conferences*
 - Funded by the Woody L. Hunt College of Business Research Support Program
2. The effect of task attributes on honesty in budget reporting (with Ziyang Li)
 - Status: *Experimental instruments completed*

Practitioner-oriented Publications

Suyun Wu. 2021. Management Control Systems and Employee Knowledge Sharing: A Literature Review and Practical Implications. *China Management Accounting Review* 4: 119–126.

Programming Skills

- Statistical analysis: Stata; SPSS; Python; Jupyter Notebook; SAS; LISREL
- Experimental design: oTree; z-Tree

TEACHING

Teaching Interests

- Financial accounting; managerial/cost accounting; data analytics; ethics;

Instructor & Course Coordinator, The University of Texas at El Paso

- Integrated data analytics in Cost Accounting

| Semester | Course (In-Person) | Section | Teaching Evaluation | Responses /Enrolled |
|-------------|---------------------------|---------|---------------------|------------------------|
| Fall 2024 | ACCT 3323 Cost Accounting | 11072 | | |
| Fall 2024 | ACCT 3323 Cost Accounting | 11194 | | |
| Spring 2024 | ACCT 3323 Cost Accounting | 21269 | 4.96/5 | 26/32 |
| Spring 2024 | ACCT 3323 Cost Accounting | 22567 | 4.86/5 | 44/48 |
| Fall 2023 | ACCT 3323 Cost Accounting | 11260 | 4.79/5 | 72/79 |
| Fall 2023 | ACCT 3323 Cost Accounting | 11408 | 4.95/5 | 20/24 |
| Spring 2023 | ACCT 3323 Cost Accounting | 21383 | 4.91/5 | 32/36 |
| Spring 2023 | ACCT 3323 Cost Accounting | 22822 | 4.85/5 | 40/45 |
| Fall 2022 | ACCT 3323 Cost Accounting | 12246 | 4.70/5 | 40/49 |
| Fall 2022 | ACCT 3323 Cost Accounting | 19425 | 4.74/5 | 38/46 |

Instructor, Georgia Institute of Technology

| Semester | Course (Hybrid + In-Person) | Section | Teaching Evaluation | Responses /Enrolled |
|-----------|---------------------------------|---------|------------------------|------------------------|
| Fall 2020 | ACCT 2102 Managerial Accounting | A | 4.7/5 | 37/46 |
| Fall 2019 | ACCT 2102 Managerial Accounting | A | 4.6/5 | 38/43 |

Teaching Assistant, Georgia Institute of Technology

- Financial Accounting (Undergraduate core & MBA)
- Financial and Managerial Accounting (Undergraduate & MBA)
- Financial Reporting and Analysis (MBA & EMBA)
- Managerial Accounting (Undergraduate core)

Data Analytics Skills

- Python
 - Accounting Data Analytics with Python ([Coursera certificate 1](#))
 - Machine Learning for Accounting with Python ([Coursera certificate 2](#))
 - Python for Data Visualization ([LinkedIn Learning certificate 1](#))
- Tableau
 - Tableau Essential Training 2020.1 ([LinkedIn Learning certificate 2](#))
- Alteryx; Power BI (Attended PwC digital academy)s

SERVICES

Academic Services

Journal Reviews (Total = 2)

| Year | Count | Journals |
|------|-------|---|
| 2024 | 2 | Journal of Behavioral and Experimental Economics; Journal of Management Accounting Research |

Conference Discussions (Total = 9)

| Conference year | Count | Conferences |
|-----------------|-------|---|
| 2024 | 1 | AAA MAS |
| 2023 | 1 | AAA ABO |
| 2021 | 3 | AAA MAS; AAA Annual Meeting; AAA ABO |
| 2020 | 3 | AAA Annual Meeting (×2); AAA ABO |
| 2019 | 1 | Graduate Research in Accounting Conference at Emory |

Conference Reviews (Total = 15)

| Conference year | Count | Conferences |
|-----------------|-------|---|
| 2024 | 2 | AAA MAS; AAA ABO |
| 2023 | 1 | AAA ABO |
| 2022 | 2 | AAA MAS (×2) |
| 2021 | 4 | AAA ABO (×2); AAA Annual Meeting; AAA MAS |
| 2020 | 4 | AAA ABO; AAA Auditing; AAA FARS; AAA MAS |
| 2019 | 2 | AAA Southeast Regional Meeting (×2) |

The University of Texas at El PasoUniversity Level

- Faculty Senate Alternate, 2024-2025

Department Level

- Undergraduate Curriculum Committee, committee member, 2024-2025
- Assurance of Learning Committee, committee member, 2024-2025
- Accounting Ph.D. Curriculum Committee, committee member, 2022-2025
- Faculty Development Committee, committee member, 2022-2024

AWARDS & HONORS

- 2021 Best Doctoral Paper Award of the 25th Annual Ethics Research Symposium
- 2020, 2021 AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow
- 2020 Georgia Tech CIBER Doctoral Research Award

PROFESSIONAL AFFILIATIONS & EXPERIENCE

- American Accounting Association (Member)
- Accounting Intern, 2015, Agricultural Bank of China

PRESENTATIONS

1. Cheng, T.-T. S., X. Kuang, B. Vansant, and S. Wu. Seek and ye might not find: The effects of contract framing on knowledge sharing and seeking. *AAA MAS Midyear Meeting*, Orlando, FL, 2024.
2. Cheng, T.-T. S., X. Kuang, B. Vansant, and S. Wu. Seek and ye might not find: The effects of contract framing on knowledge sharing and seeking. *AAA ABO Research Conference*, Pittsburgh, PA, 2023.
3. Cheng, T.-T., M. M. Festa, E. N. Johnson, P. D. Witz, and S. Wu. 2023. The Effect of Recognition Visibility and Employee Narcissism on Employee Advice-Seeking Behavior. *AAA MAS Midyear Meeting*, Atlanta, GA, 2023.
4. Wu, S. Knowledge Sharing: The Spillover Effects of Process versus Outcome Accountability. *AAA MAS Midyear Meeting*, Online, 2022.
5. Wu, S. Knowledge Sharing: The Spillover Effects of Process versus Outcome Accountability. *AAA ABO Research Conference*, San Antonio, TX, 2021.
6. Wu, S. Knowledge Sharing: The Spillover Effects of Process versus Outcome Accountability. *AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium*, Online, 2021.
7. Kuang, X., Z. Li and S. Wu. Are pro-social managers more honest? The effects of CSR attitude and task type on budget reporting behavior. *AAA Annual Meeting*, Online, 2021.
8. Kuang, X., Z. Li and S. Wu. Are pro-social managers more honest? The effects of CSR attitude and task type on budget reporting behavior. *Annual Ethics Research Symposium*, Online, 2021.
9. Di, L., W. Jiang, Kuang, X., and S. Wu. Work for Money: The Behavioral Effects of Feedback Format on Employees' Performance. *AAA MAS Midyear Meeting*, Online, 2021.
10. Kuang, X., Z. Li and S. Wu. The Effects of Financial versus Nonfinancial Targets on Managers' CSR Performance. *AAA Annual Meeting*, Online, 2020.
11. Kuang, X., Z. Li and S. Wu. The Effects of Financial versus Nonfinancial Targets on Managers' CSR Performance. *Graduate Research in Accounting Conference at Emory*, Atlanta, GA, 2019.