

# JACOB ZUREICH

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## PROFESSIONAL

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**Lehigh University College of Business** 2023 -  
Assistant Professor, Department of Accountancy - Tenure Track

**Tilburg University School of Economics and Management** 2020 - 2023  
Assistant Professor, Department of Accountancy - Tenure Track

## EDUCATION

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**Emory University, Goizueta Business School** 2020  
PhD in Accounting

**Ohio State University, Fisher College of Business** 2015  
Master of Accountancy

**University of Toledo** 2014  
Bachelor of Business Administration (Accounting), *Magna Cum Laude*

## RESEARCH INTERESTS

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RESEARCH: Performance measurement, incentives, experimental economics  
METHODS: Controlled experiments

## PUBLICATIONS

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Schuhmacher, K., Towry, K. L., Zureich, J. (2022). Leading by example in socially driven organizations: The effect of transparent leader compensation contracts on following. *The Accounting Review*, 97(3), 373-393.

Burke, J., D. Young, K. Towry, and J. Zureich. (2023). Uncertain Sticks and Carrots: The Effect of Contract Framing and Contract Uncertainty on Employee Effort. *The Accounting Review*, 98(1), 139-162.

Zureich, J. (2023). The (un)Controllability Principle: The Benefits of Holding Employees Accountable for Uncontrollable Factors. *Journal of Accounting Research*, 61(2), 653-690.

Singh, M., and J. Zureich. Do physicians improve more from positive or negative feedback? (*Forthcoming at Management Science*)

## WORKING PAPERS

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Ghita, R., and J. Zureich. Do Social Missions Reduce Data-Driven Decision-Making? (*Revise and resubmit at Management Science*)

Samet, J., K. Schuhmacher, K. Towry, and J. Zureich. Reciprocity over time: Do employees respond more to kind or unkind controls? (*Revise and resubmit at Contemporary Accounting Research*)

Cardinaels, E., and J. Zureich. **Do Algorithms Make Evaluators Harsher?** (*Presenting for feedback*)

Samet, J., and J. Zureich. **The Effect of Performance-Targets on Employee Learning** (*Preparing for submission*)

Zureich, J. **Gender Differences in Leader Decision-Making: Evidence from NCAA Women's Basketball Coaches** (*Preparing for submission*)

## WORK IN PROGRESS

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Lambert, T., and J. Zureich. **The Effects of Negative and Positive Performance Feedback on Surrogation**

## CONFERENCES AND SEMINARS

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2024 European Network of Experimental Accounting Researchers Conference Management Accounting Section Midyear Meeting

2023 Ghent University ECBAW Management Accounting Section Midyear Meeting

2022 University of Massachusetts (Resource Economics department) Harvard University Lehigh University Rutgers University Bentley University Erasmus University Maastricht University Southern Denmark University University of Massachusetts Amherst ENEAR Conference Management Accounting Section Midyear Meeting

2021 University of Bern Management Accounting Section Midyear Meeting

2020 University of Pittsburgh Texas A&M University Ohio State University University of Illinois at Urbana-Champaign University of Wisconsin-Madison University of Amsterdam Tilburg University Management Accounting Section Midyear Meeting Monforma Conference

## TEACHING EXPERIENCE

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Advanced Managerial Accounting (formerly, Cost Accounting)	Fall 2023, 2024
Introduction to Financial Accounting	Fall 2023, 2024
Accounting: The Language of Business	Fall 2020, 2021, 2022
Empirical Research in Accounting	Fall 2020, 2021, 2022

## GRANTS

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**Title:** Performance Measurement and Incentives in Social Organizations

**Role:** co-Principal Investigator (with Razvan Ghita)

**Funding Agency:** Institute of Management Accountants

**Amount:** \$18,750

**Status:** Revise and Resubmit

**Title:** Do Social Incentives Crowd Out Data-Driven Decision-Making?

**Role:** co-Principal Investigator (with Razvan Ghita)

**Funding Agency:** Institute of Management Accountants

**Amount:** \$4,500

**Status:** Funded

**Title:** Incentivizing Physicians: The Role of Performance-Metric Controllability & Contract Frame

**Role:** co-Principal Investigator (with Manasvini Singh)

**Funding Agency:** Emory University Jones Program in Ethics

**Amount:** \$2,000

**Status:** Funded

## UNIVERSITY AND DEPARTMENTAL SERVICE

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University Disciplinary Appeals Committee	2024 - 2026
Assurance of Learning (AOL) Committee	2024
Accounting Student Mentor	2024
Accounting Workshop coordinator	2021 - 2023

## EXTERNAL SERVICE

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Managerial Accounting Section Best Dissertation Award Committee	2024
Ad-hoc reviewer for The Accounting Review; Management Science; Accounting, Organizations, and Society; Journal of Management Accounting Research; European Accounting Review; Management Accounting Section Midyear Meeting; ABO Research Conference	

## MISCELLANEOUS

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**Computer Languages:** Python, Javascript, HTML, CSS, Stata  
**Nationality:** US citizen