

JACOB ZUREICH

621 Taylor St, Bethlehem, PA 18015

jaz423@lehigh.edu

PROFESSIONAL

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

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

RESEARCH: Performance measurement, incentives, experimental economics

METHODS: Controlled experiments

PUBLICATIONS

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. (2025). Do physicians improve more from positive or negative feedback?. Management Science, 71(5), 4198-4222.

Samet, J., K. Schuhmacher, K. Towry, and J. Zureich. (2025). Reciprocity over time: Do employees respond more to kind or unkind controls?. Contemporary Accounting Research, 41(2), 1490-1520.

WORKING PAPERS

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

Samet, J., and J. Zureich. The Effect of Performance-Targets on Employee Learning (Revise and Resubmit at The Accounting Review)

Zureich, J. A Pink Tax on Failure: How Responding to Negative Feedback Harms Female Leaders (Submitted)

Cardinaels, E., and J. Zureich. Do Algorithms Make Evaluators Harsher? (Preparing for submission)

Schuhmacher, K., J. Zureich, and M. Burkert. Aggregation Fallacy: An Explanation for Systematic Forecast Bias (Preparing for submission)

WORK IN PROGRESS

Lambert, T., and J. Zureich. The Effects of Negative and Positive Performance Feedback on Surrogation (Data collected and analyzed - writing manuscript)

AWARDS

Management Accounting Section **Best Early Career Researcher**

CONFERENCES AND SEMINARS

2026 Lillian and Morrie Moss Emerging Management Accounting Scholars Symposium (scheduled)
Colorado State (scheduled) Cornell (scheduled)

2025 Management Accounting Section Midyear Meeting

2024 Binghamton University 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

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

Title: Performance Measurement and Incentives in Social Organizations

Role: co-Principal Investigator (with Razvan Ghita)

Funding Agency: Institute of Management Accountants

Amount: \$12,600
Status: Funded

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

University Disciplinary Appeals Committee	2024 - 2026
PCAOB Scholarship Nomination Committee (Chair)	2025
Non-Tenure Track Teaching Professor Search Committee (Member)	2025
Assurance of Learning (AOL) Committee	2024
Accounting Student Mentor	2024 - 2025
Accounting Workshop coordinator	2021 - 2023

EXTERNAL SERVICE

Editorial Board - Journal of Management Accounting Research	2025
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

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